

CHATTERLINE

The Canadian Home Journal

JANUARY 1959
15 CENTS



What it's like to be Mrs. Wayne and Mrs. Shuster

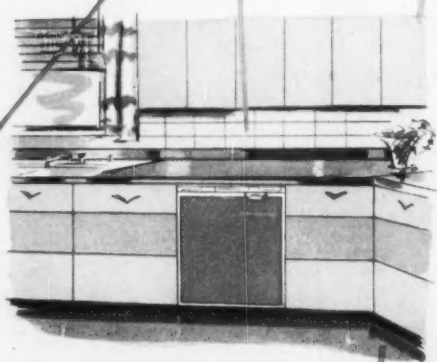
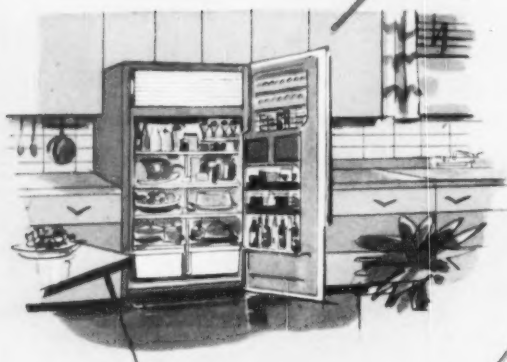
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8 pages of ideas from top Canadian decorators



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CHATELAINÉ

THE CANADIAN HOME JOURNAL, JANUARY 1959, Vol. 32, No. 1

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what's new



Beauty editor Dollery does a makeover

AT CHATELAINÉ

Making up one face (our own) is enough of a challenge to most of us, but **Eveleen Dollery**, Chatelaine's new beauty editor, has transformed literally hundreds of faces. She got her start doing fifteen fashion and beauty shows a day at the Canadian National Exhibition. From there she progressed to making over a woman a day, chosen at random from the audience of a Toronto TV show. Now she does about two hundred a month, via mail, for Chatelaine's Beauty Clinic (see page 36).

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YOUR CHILD

WHAT YOU SHOULD KNOW ABOUT YOUR CHILD'S ART WORK
Ron Kenyon 66

Eveleen herself has the raven locks, blue eyes and snow-white skin the storybooks used to talk about. She buys her clothes in color groups—a complete wardrobe consisting of coat, daytime dress, late-day dress and theatre suit in one color, and go-with accessories. Having worked her way through black, navy and red, she is now assembling a wardrobe of grey. She says her method saves money, hours of dressing time. Married, she and her husband are apartment dwellers. She loves flowers and fills her room with them, devours nonfiction, adores parties.

The relaxed pictures of the **Waynes and Shusters** in this issue didn't just happen. In fact the arrangements dragged over several weeks. Chatelaine's art director, Joan Chalmers, wanted both couples in one picture. But after several futile attempts to mesh everyone's schedules, the two-family shot was scrapped. Dates were then set for separate photos. But **Ed Sullivan** disrupted those plans by calling the Canadian comedians to New York. Four days later when they returned to Toronto, the first telephone call they got was Chatelaine's dogged art director back, like a Mountie, after her men. Again dates were made and this time the shots were taken. Both men protested that the pose chosen is really their "bad" side, but something in Joan Chalmers' eye smothered that argument—and there they are on pages 14 and 15, looking as though it had all happened as easily as the pop of a flash bulb.

Continued on next page

"For busy...
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what's new CONTINUED

IN FASHIONS FOR SPRING

Fashion editor Vivian Wilcox reports from the New York previews:

"Everything is on the up and up — hats are high-crowned, jackets cropped short, **waistlines raised**, and skirts just cover the knees. It's a big suit season — the most typical have loose waist-length jackets with wide collars and just-below-elbow sleeves. Suit skirts are narrow, gathered onto the waistband, rather than shaped with tucks, and often accompanied by a wide leather belt. Coats define the figure at just one place, the bosom.

"The chemise and trapeze have definitely gone. Waistlines of dresses are not so high as last fall, but still often above normal.

Most **skirts are narrow**, but combinations of raised waist and full skirt look newest of all silhouettes this spring.

"Necklines run to extremes — they have big flat collars or none at all. Sleeves are mainly straight, but some flare from the shoulder.

"Color? You can play it safe with neutrals — beige, navy. Or you can go all out for **clear flower shades**: geranium red, new leaf green, larkspur blue or daffodil — and have shoes to match."

what's new in the arts



By ROBERT FULFORD

NEW SLANT BY SLADE

One of the more pleasing aspects of current Canadian television is the slow but steady emergence of **Bernard Slade** as a writer of warm, engaging television dramas. Slade, a twenty-eight-year-old Toronto writer (and occasional actor), has the rare ability to select a modest theme and handle it gently. While most writers and most TV script editors are fatally addicted to the Time-Bomb School, or Arthur Hailey Stopwatch Style, Slade has shown in his three one-hour plays that he can write with quiet effectiveness and occasionally striking humor about fairly ordinary people. His most recent, **Men Don't Make Passes**, was on GM Presents last fall. It was a touching story about a spinster with neither looks (her sister got them) nor brains (her brother got them) who was trying desperately and unsuccessfully to be "the nice one." Like Slade's *The Big Coin Sound*, which was shown last season, *Men Don't Make Passes* was unpretentiously and skillfully written. Even though this sort of writing bucks the current fashion, Slade has been widely recognized: one of his plays was performed on NBC twice, also translated into French and shown both in France and Belgium. Now, he's working on a satiric comedy and writing the panel show, **One of a Kind**, he devised.

POTBOILERS FROM THE NORTH

Folk arts and crafts of any kind have a tendency to degenerate when they become successful, and my observation of **Eskimo carving** in the last few years indicates that this unique art form is no exception. In fact, it's become a perfect example. Genuine Eskimo carvings became popular in southern Canada in the early fifties, when most

what's new CONTINUED

of the work available was excellent or at least competent. But as success grew, Eskimos without any real talent for carving began to enter the field. In the last year or so our stores have been flooded with junk that is threatening to throw good carving into the shade and cut off this lucrative market for all Eskimos. Some of the stone carvers seem anxious to disguise their lack of talent with over-elaborate designs, but the real atrocities are being turned out these days in wood. For some reason almost no good Eskimo carvers have turned to wood, or perhaps the ones who have are corrupted by the ease with which they can handle it. In any case, Eskimo art in wood is almost always third-rate, and it is worst when the carver paints on little designs (usually in a sickly blue) instead of making the wood itself express his intentions.



ONE TOUCH OF MALICE

So many theatrical personalities coat their memoirs with thick, gooey "niceness" that **Agnes de Mille's** utter candor comes as a refreshing, stimulating change. And *Promenade Home* (Little, Brown, \$5.50) is the second volume of autobiography by the choreographer of *Oklahoma!* and *Carousel*. In its pages she looks with unsentimental honesty (and an occasional touch of malice) at the difficult world of the American theatre. She is especially candid about the performers she's worked with. On **Mary Martin**, when she appeared for rehearsals of *One Touch of Venus*: "She was just back from Hollywood and looked like the Sugarplum Fairy, a pretty, rather unimposing southwestern girl with a straight body and a flat Texan voice as carrying as someone calling cows . . . Hollywood had just finished glamouring her up. The western experts had curled and fluffed her hair, covered her with ruffles and ribbons . . . persuaded her to wear enormous heels for height and sexiness, taught her to dip her knees and slouch for grace, and to purse her lips and to pout for humor . . . She was sweet and eager and dear and pretty and she was a very real problem. She walked like Miss Atlantic City 1927." There is much more of this sort of thing in this unusually entertaining book.



Denise Pelletier

Bernard Slade

Agnes de Mille

BEST ON THE BOARDS?

I may be the last journalist in Canada to say this, but I can't resist adding my tribute to the many that **Le Théâtre du Nouveau Monde** of Montreal, has already received. I have been astonished by the power and virtuosity of their playing. No Canadian or European company I've seen in the last five years has pleased and impressed me so much. There are four or five performers in the Nouveau Monde who could be called stars, and I'm sure everyone has his own favorite. Mine is **Denise Pelletier**, who can play a tired and pitiful spinster on one night and then switch the next day to a broadly satirical portrait of a haughty, scheming *grande dame*: in both cases her acting was of a kind seen only rarely. ♦



Help your family to a healthy, happy winter...

THERE IS, of course, no *sure* way to escape colds and other respiratory ailments during the chilly months of winter. But there are certain safeguards that you can take *now* to help you go through this season in better health—and enjoy some of those invigorating days that winter always brings.

Keep in top physical condition. If you've neglected to have a health examination in the past year, now's the time to see your doctor. If you're especially susceptible to colds, he may be able to advise you about ways to help avoid getting them.

Eat a well-balanced diet. Food provides fuel for warmth and energy . . . and what you eat has an effect on whether you catch colds easily and whether you recover *quickly* from an illness. If your meals—including a good breakfast—are based on a wide variety of foods, you can be sure of getting all the nutrients you need.

Get lots of rest and sleep. Fatigue can lower your resistance to respiratory diseases. Rest and sleep can help you avoid that "run-down" feeling that so many people complain of during the winter season.

Do not get too close to people who have colds. When someone has a respiratory disease, it's easy to pick up germs from the sick person. Be particularly careful to protect your children from people who sneeze and cough carelessly.

Avoid drafts and chilling . . . and always wear clothing suited to weather conditions.

If you protect your health in these ways, the chances are that your resistance to colds, virus infections, pneumonia and other winter ailments will be increased. In the event you develop one of these ailments, your ability to fight the infection and recover quickly will be greater.

Remember that the danger of the common cold lies mainly in other infections that may follow it. So, if your cold is accompanied by fever, a persistent cough, or a pain in the chest, face or ear, call your doctor promptly.

To help you avoid respiratory infections and feel fine all this winter and the year 'round, Metropolitan offers a booklet called "Help Yourself to Health." Just clip and mail the coupon below for your free copy.

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Chatelaine — January, 1959



here's health

by Lawrence Galton

Having trouble shaking that cough?

A newer cough medication is one of the most helpful now available, a team of Montreal physicians reports. A nonnarcotic preparation called Tessalon, it has been effective in patients with chronic coughs which have resisted other treatment. Used four times daily, in doses of a hundred milligrams, it has produced no undesirable side effects.

What's being done to help sinusitis sufferers

Excellent relief of both acute and chronic maxillary sinus trouble often can be obtained with a relatively painless treatment, a Vancouver physician has found. After irrigation of the cheekbone sinus through its natural drainage opening in the nose, a solution of crystalline tetracycline hydrochloride, an antibiotic, is instilled. In almost ninety percent of patients, all of whom had had other forms of treatment previously from two months to as long as eighteen years, the sinusitis cleared after five to nine antibiotic instillations. Children as young as eight have been treated successfully.

Does an active person have a healthier heart?

The belief that physical activity helps to protect the hearts of middle-aged men has been strengthened by a new national autopsy study conducted in England in which the hearts of 3,800 men, aged 45 to 70, who died of causes other than heart trouble, were examined. The study showed that men whose jobs were classified as "light work" had had four to five times as many large healed heart scars as heavy workers.

This antibiotic is scoring against acne

About 83 percent of some two thousand cases of acne have shown good to excellent results when treated with the antibiotic, tetracycline. Only about one percent of patients have had any undesirable side effects.

How Spanish doctors are fighting MS

Hydrocortisone and vitamin B-6 may possibly have some value in multiple sclerosis, Spanish physicians report. They injected the hormone intraspinally twice a week for five weeks and gave daily intramuscular injections of the vitamin for forty days to a series of patients in whom the disease was not of the rapidly progressive type. At the end of the treatment all patients reported a feeling of well-being. In the majority, some seemingly definite improvement occurred, including disappearance of dizziness and diminution of spasticity. Thus far the improvement has continued for twenty months. Because multiple sclerosis often improves spontaneously for periods of time, the actual value of any treatment is difficult to determine. ♦

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Chetelaine — January, 1959

in 59 WOMEN TO WATCH

*Because of their rich promise for the future,
Chatelaine predicts that you'll be hearing a great deal about these five accomplished
Canadians during the coming year*

MARGARET MEAGHER. When she presented her credentials in Tel Aviv last October 28, Margaret Meagher (pronounced Marr) became not only the first full-time Canadian ambassador to Israel but the first woman to attain this rank in the history of Canada's diplomatic corps. The appointment capped a career which began sixteen years ago when she entered the Department of External Affairs as a thirty-two-year-old former schoolteacher from Halifax, with a temporary job as a Clerk, Grade Four. Since then she's served in increasingly responsible posts in Washington, Mexico City, Ottawa, London and Tel Aviv, where she was chargé d'affaires until her appointment as envoy. On her new posting Reuben Slonim, a writer, expert in Middle East punditry, called her "a tough but tender woman . . . who seems to bear the mantle of leadership with confidence." What pleased Miss Meagher even more was the comment of Mrs. Golda Meir, Israel's Foreign Minister: "We are happy to welcome her . . . because

Ambassador Margaret Meagher, reviews Israeli guard.



in her own right she is so highly respected and loved among us." Besides her wide experience in the foreign service, Miss Meagher's qualifications for the job are many: she's an MA in political science from Dalhousie, a brilliant conversationalist (in French, German and Spanish as well as English) and a skillful hostess. She also has

an enormous enthusiasm for her two cats, which were flown out to Tel Aviv, and for bridge which she plays with a ruthless verve. All in all, Margaret Meagher seems richly deserving of the privilege of being the first Canadian woman to bear the title "Her Excellency."

JEAN CASSELMAN. One day late in January, at the opening of the new session of parliament, Prime Minister John Diefenbaker will introduce into the House of Commons (very likely to the sound of loud desk-thumpings and barely suppressed whistles) an elegant, model-slender, thirty-eight-year-old widow from Prescott, Ontario, named Jean Casselman. Mrs. Casselman, the new Conservative MP for Grenville-Dundas and the third woman to gain a place in the current House, entered politics after her husband died last June and left open the seat in parliament which he had held for thirty-seven years. She herself has never held a political office before but in many ways she's been preparing for her new job all her life. Her father,

Hon. Earl Rowe, has served in the House of Commons since she was five, so political discussion has been part of her existence ever since she can remember. After her marriage in 1946, the Casselman home was a weekend retreat for Conservative MPs. She is fascinated by Canadian history, holds a BA in the subject from the University of Toronto, and reads Hansard regularly. Despite her opponents' campaign warnings that "a woman in Ottawa will give you government with a teacup," Jean Casselman won her by-election by a two-thirds majority. When the House is sitting she intends to commute by car the fifty miles from Prescott to Ottawa, leaving her two children—Nancy, nine, and Clair, six—at home with a housekeeper during the day. Veteran MPs expect to hear her quiet voice speaking out firmly and frequently.

Jean Casselman; father Earl Rowe (rt.)



MARIE DAY, a vivid dark-haired Torontonion in her middle twenties, is, as far as she knows, the only full-time freelance theatrical designer in Canada. When she graduated as a gold medalist from the Ontario College of Art only five years ago, it was almost impossible to make a living at her profession here. But after a brief period in England she came home to a job as assistant-to-the-assistant designer at the Crest, a then newly launched legitimate theatre in Toronto, where she mixed paint in an unheated dirt-floor shed (the mixture was frozen solid every morning) and spent Christmas Day heaving scenery flats around. Two years later she became the Crest's full-time designer and the next season courageously set out on her own as a freelance from a small downtown Toronto studio. She has been doing well ever since. During the summers she has worked at the Stratford Shakespearean Festival and was co-designer with the internationally famous Tanya Moiseiwitsch of one of last season's major productions, *Henry IV*,

Designer Marie Day creates a set.



Part I. She has also designed costumes and sets for the Toronto Opera Festival and the Canadian Players Touring Company.

Her consuming interest in theatre leaves her little time for anything else—in a typical week just before the Canadian Players set out on tour last fall, she worked three days without sleep. For her own clothes she likes simple dresses cut on uncluttered lines in dark fabrics, accented with ceramic or copper jewelry.



Your Doctor will agree

LET'S FACE IT—there are days when a woman just doesn't feel up to par—when nerves are stretched taut—when irritations mount up 'til a body can hardly stand it.

Being a woman, *you* probably follow this pattern. On your 'down' days you may take many cups of tea or coffee trying to calm your nerves and soothe your ruffled feelings. Many people can do this of course, without harming themselves. But others just can not.

If you asked your Doctor about this, he would tell you that tea and coffee contain stimulants, drugs, caffeine. Instead of getting the relief you crave, your symptoms are aggravated, you become even more tense and disturbed.

Next time those worrisome days come along, you can take a hot beverage that really *will* comfort you—Instant Postum. *There's* a beverage that's safe. Instant Postum is not like tea or coffee. There are no stimulants, drugs or caffeine in Instant Postum. The comforting flavor and aroma will delight you. Why drag through another month when you can let Instant Postum help you so easily! Get a jar. Drink Instant Postum faithfully. Experience for yourself the ease, the calm it brings you, as you become happier, brighter, like your *usual* gay self.

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in '59 WOMEN TO WATCH

Phyllis Brett Young,
of Ottawa, whose first novel
comes out late this year.



PHYLLIS BRETT YOUNG. A little more than a year ago, Phyllis Brett Young, the chic and cosmopolitan wife of the Canadian director of the International Labor Organization and mother of an eighteen-year-old daughter, returned to Canada after spending five years in Geneva, Switzerland. In her luggage she'd packed a 150,000-word manuscript of the first novel she'd ever written. She'd given it the stark title *Psyche*, a story set against the background of her native Toronto, ranging from the mansions of Forest Hill to the slums of Cabbagetown. A friend suggested she send it to a New York agent, who promptly sold it on first reading to a Canadian publisher, Longmans, Green. The book will come out later this year and the agent is currently bargaining with a Hollywood studio for movie rights. Mrs. Young has been writing parts of novels ever since she left the Ontario College of Art to be married at twenty, but never actually worked in earnest until her husband was posted to Switzerland. There, with her daughter Valerie away at school and a servant to cope with the housework she sat down to write because "I had the old dilemma of housewives—you find something to occupy your time or you go crazy." Her flair for language she attributes to the influence of her father, G. S. Brett, who was head of the department of philosophy at the University of Toronto. Now living in Ottawa, she's writing another novel, and having a fling at the short-story medium.



Anne Kahane,
Montreal sculptor,
with pieces she
showed at Brussels.

ANNE KAHANE, a thirty-four-year-old, Austrian-born Montreal sculptor who has lived in Canada since she was two, is the only woman in that very small group of Canadian artists who have achieved international recognition. Her work was exhibited last summer at the Brussels Fair, the Venice Biennale and in several major European galleries. Miss Kahane approaches her work with a single-minded fervor. She's in her studio at nine every morning, works religiously six days a week. Her figures, carved out of mahogany and redwood, are often four feet tall and one gigantic piece called *Delegation*, consisting of four six-foot faceless mahogany men, dwarfed its tiny (five-foot-three-inch) creator. With an untidy cap of soft dark hair framing her sharp-featured face and intense grey eyes, she tackles everything with a precise determined perfectionism. She learned to crate her work for shipment as neatly as a carpenter, and studied professional photography to make the best possible picture record of her sculpture. By living in an apartment with her mother and using a basement studio lent her by friends, Anne Kahane finds it possible to devote all her time to her work and to "make at least half a living at it." ♦

By Christina McCall



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 elegant oval . . . SweetHeart
 soap is another fine product of
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costs no more
 than ordinary soap.



IT'S YOUR WORLD

A monthly background to the news headlines

BY ERIC SEVAREID



In an exclusive report to Chatelaine this distinguished commentator scans the world for the headline news you may be reading in 1959

In mid-November an Associated Press cartoon showed Khrushchev about to fling a dart at the world map. The dart was labeled, "The next world crisis." The caption said, "And where it lands, nobody knows."

Meaning: that it is the Russians, or the Communist bloc led by Russia, who have the power of action initiatives in this world; that they can pick their specific targets; that they can produce a crisis by deliberate decision and that the rest of the world can only wait, inactive, in apprehension. This is not quite the whole story but it is about three quarters of it. Dramatic initiatives are not normal or frequent expressions of the nature of democratic societies. "Dynamic" foreign policies do not come naturally to democracies; and where we have shown considerable dynamism, as in the Greek-Turkey and Korean interventions, in the Marshall Plan, in the incubation of NATO, in the Berlin airlift, in the Lebanon and Quemoy moves—in all these cases the West essentially reacted.

Democracies, especially those in alliance, cannot move suddenly in the realm of physical action as the Communists can. Where they have tried, as in the Suez invasion, they have failed. Otherwise, the few true initiatives we have taken have been in the realm of negotiation. Examples are the Baruch-Acheson plan for the control of atomic energy and the Eisenhower "open skies" proposal at Geneva in 1955. These, too, failed.

Is Communism's spread inevitable?

But none of this means that we are either helpless or devoid of effective foreign policies. If that were true and had been true, parts of Western Europe would now be in Communist control; Japan helplessly within the Communist orbit; India at China's mercy; all Western influence driven out of the Middle East. If that were true, the Chinese Communists would not be making only tentative thrusts directed at Formosa. Were it true, Yugoslavia would not be independent today or Poland quasi-independent. Khrushchev would not be trying so unrelentingly to break up NATO and to get U. S. overseas bases dismantled.

Despite our mistakes, to cite the recent past is to suggest automatically that there is no "inevitable" process whatsoever bound to spread Communism over this globe. I shall not try to use this limited space to indicate what specific Western policies ought to apply to what specific areas and dangers (though it is clear in the round that the American policy toward China and our mutual policies toward East Europe must—and will be—redirected for the simple reason that they have reached a dead end). Let me say only that at least a generation more of unremitting attention, stamina, cohesiveness and cost is history's imperative command upon us.

Nineteen fifty-nine will produce its quota of stirring scenes in this seemingly endless drama. As the Khrushchev



CHARLES DE GAULLE
"Can he provide the stability to balance the Red colossus?"



NIKITA KHRUSHCHEV
"If his goals show promise... a showdown struggle."



DWIGHT EISENHOWER
"Can the U.S. rediscover idealism, drive and generosity?"



MAO TSE-TUNG
"First massive effort to produce an anthill human existence."



JAWAHARLAL NEHRU "A good life for India... or an easier path for the Communists?"

cartoon suggested, no one is prophet enough to identify in advance the backdrops and characters in these transactions. There will surely be more alarms and excursions in the Middle East. The political room for reckless adventure has not yet contracted there as it has in Europe and around much of the periphery of China, where great powers are, like boxers, in the kind of close-quarters clinch neither side dares break without first clearly sensing the other's reaction in advance.

Which way will the neutrals jump?

But in both these areas, in Berlin and the Formosa Straits, certainly one side or the other will be experimenting with ways of safely breaking up the clinch to its own advantage; because in these particular confrontations each side is fundamentally off balance; each knows the clinch cannot continue indefinitely.

These twelve months are bound to bring coups, rebellions and border threats in and between the smaller nations, in Latin America, Middle East, Africa and the far Orient; they will be dangerous in terms of world history only where they may involve the stance of great nations. The farther north their locales, the bigger their degree of danger; for in world-affecting terms, political history does not happen below the equator.

If one cannot predict the specific events of 1959, he can suggest what to watch for. One must constantly keep his attention on the slower-moving developments in the dimmer regions of the stage, away from the spotlight's central shaft. It is there that the future of the world drama is really being cast.

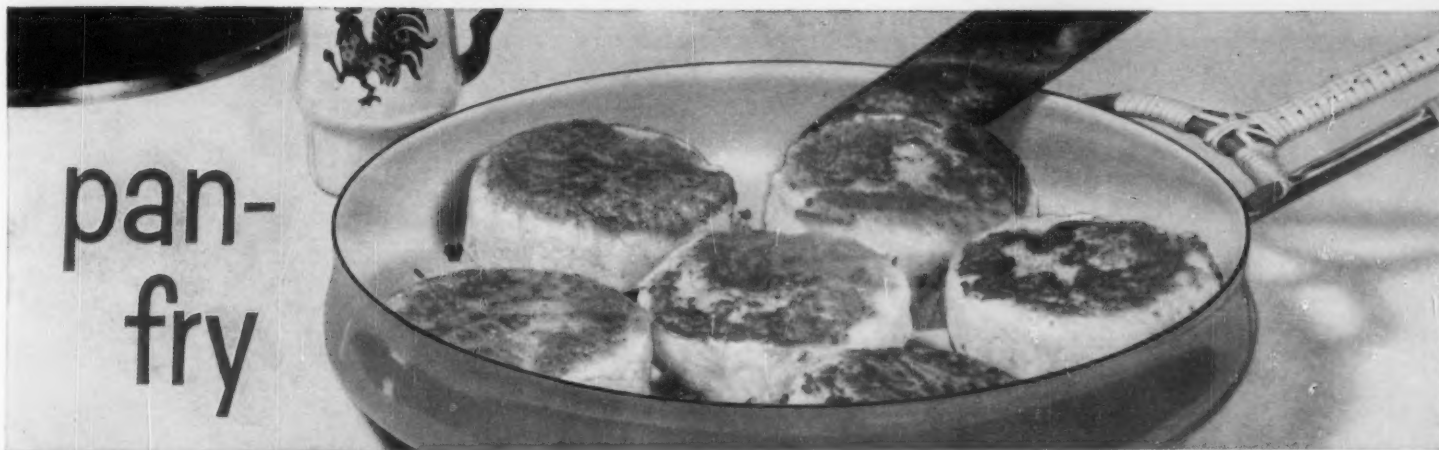
Whatever Mr. Khrushchev's page-one remarks or doings, follow closely the story of Russia's newest Seven-Year Plan for economic expansion. If the tremendous goals show promise of attainment, then Russia truly does have the chance to draw millions more people of undeveloped and undecided lands into her political and moral orbit.

If that happens, the world truly will be divided for a showdown struggle of strangulation. Watch closely for signs of success or failure in India's awe-inspiring attempt to organize the good material life for her people in an essentially democratic framework of effort. If India fails in this the way will be much easier for both Russia and China; if she succeeds, they will have suffered important blockage.

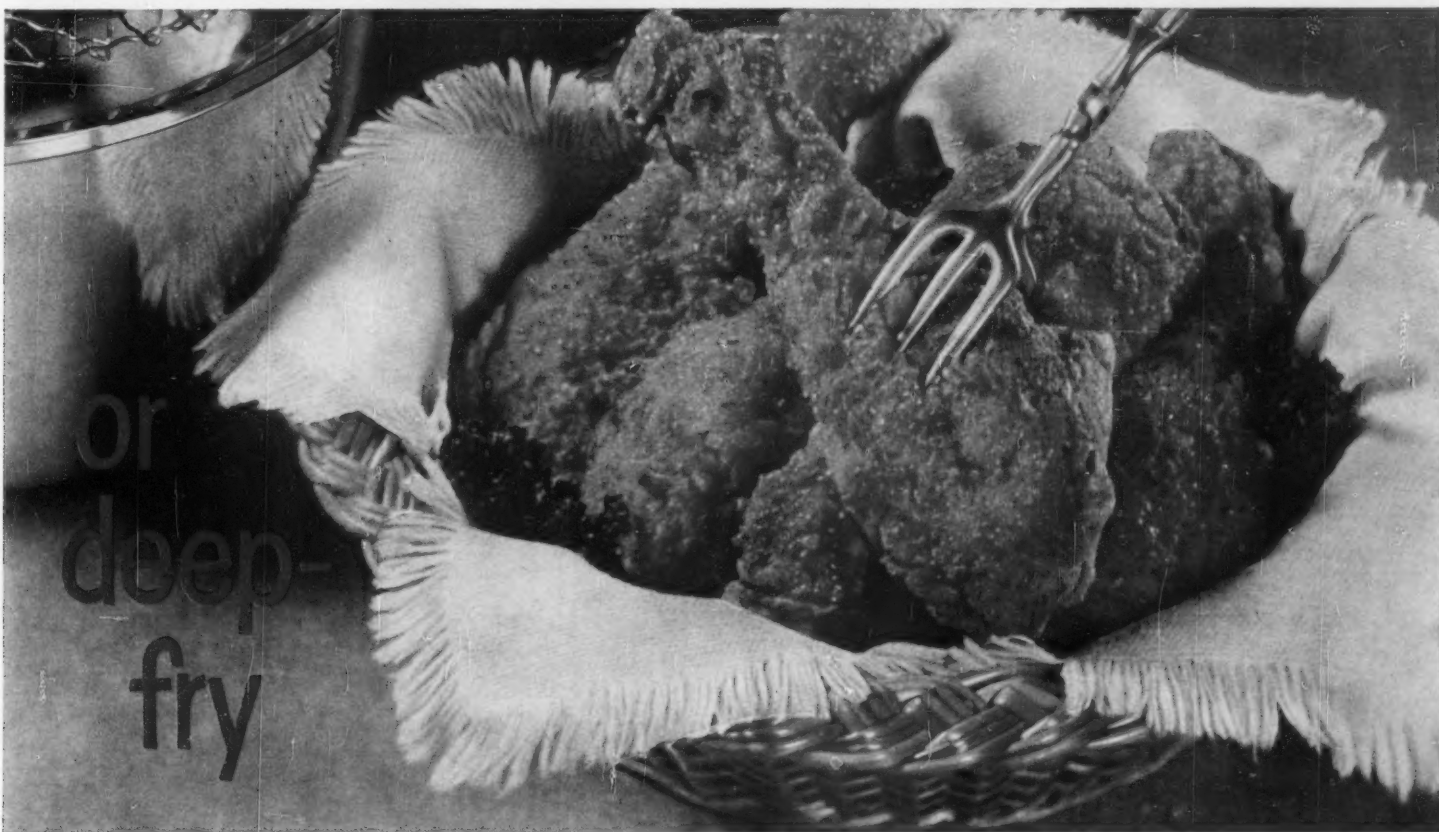
Watch China, not just for what she does about Formosa, but for the progress of her present heart-stopping attempt to fasten the "communes" upon her individualistic people, the first massive effort to produce the true anthill human existence. This fantastic program, I incline to think, will make or break Communist China as a powerful, disciplined industrial nation.

In Europe keep a close eye on *Continued on page 65*

pan-
fry



or
deep-
fry



Favourite foods: Potatoes-in-the-skillet—mashed and shaped into patties, then lightly crisped. Tender chicken pieces—batter-dipped, and deep-fried to a tempting golden-brown.

they're "GLORY-FRIED" with Domestic!

Serve favourite fried foods often—they're so digestible when you "Glory-fry" with Domestic! Because it's shortening at its best—perfect for your skillet or new deep fryer. See how crisp and golden-brown, how light and appetizing it fries!

"Glory-fry" with Domestic Shortening the next time you pan or deep-fry, and taste the delicious results for yourself.



It's a carefree new world in

ARNEL



PHOTOGRAPHED ABOARD CANADIAN PACIFIC'S "EMPRESS OF FRANCE"

Holiday in ARNEL . . . dressed in coordinated resort wear of carefree Arnel by Lou Larry. Lovely to look at and a holiday to travel with. Because it's made of Arnel, you haven't a care in the world; no wrinkling, easy washability, quick-drying, next-to-no ironing.

Illustrated: **Left**, floral printed Arnel and cotton blouse, about \$8.95. Arnel and viscose flannel slim jims, about \$10.95.

Center, Arnel and cotton blouse with roll sleeve, about \$6.95. Arnel and viscose crash linen skirt with pleats that are permanent, about \$10.95. **Right**, Arnel sharkskin middie overblouse with floral printed tie, about \$8.95. Arnel Sharkskin capri slims, about \$6.95. Fabrics by Associated Textiles of Canada Ltd. and Bruck Mills Limited.

†Reg'd. Can. Trademark



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CHEMCELL FIBRES LIMITED
1605 Dorchester St. W., Montreal

The postwar trek of thousands of young families to the outskirts of our cities in search of plots of ground and homes of their own created the most controversial community of modern times — suburbia. In the October *Chatelaine* we published an article by Dr. Alastair MacLeod entitled *The Sickness of Our Suburbs*. As many of our readers live in suburbs, we asked for an expression of opinion from you.

We received more than three hundred letters (at press time they were still arriving). Many replies were full-length articles. One consisted of a single word: "Bunk." Three readers penned poetic answers. Forty-two percent of the letters disagreed with Dr. MacLeod and upheld the suburban way of life. Thirty-nine percent agreed, generally, with his findings. Eleven percent of the replies placed the blame for suburbia's problems on other factors of modern life, from the anxiety of our times to our educational system. Eight percent of the replies were neither emphatically for nor decidedly against suburbia.

To publish all replies in full would keep us running an article on suburbia in every issue for twenty issues. We thank you for your spirited and thoughtful replies and hope the following selection of quotes that we publish here represents in the main your expression of opinion.

— The Editors.

what our readers say about SUBURBIA

42 percent support the suburban way of life

My main objection to the theory propounded by Dr. MacLeod is that in speaking of the "suburbs" he has separated them so utterly from every other way of life that one is led to believe that "suburbia" is on another continent, inhabited by another race . . . What are "suburbanites" but city-dwellers who have voluntarily chosen to live in an area which they hope will provide better conditions for their families? . . . Young families moving from area to area should find a certain reassurance in that very "sameness" of suburban communities, which the psychiatrists seem to think is dangerous.

MRS. J. P. WALCOT, MONTREAL

Coffee breaks are, we believe, a symptom of any new neighborhood, begun so that we, by sharing food, may become friends. Once the initial stage of settlement is over, friends are chosen, and the barriers go up again. Dr. MacLeod's paradoxical attitude to these parties fails to give any indication that he recognizes their transitory nature.

The good doctor deplors our obsession with property values, but many householders in city and suburb alike are forced to move regularly, so that common sense dictates attention to good resale qualities in our houses. New families buy new furniture, as they always have, and each generation creates its own tradition. Our grandchildren will very likely feel nostalgic about Swedish modern.

As for Dr. MacLeod's lament over our unsexed husbands: Never since the days of the log cabin have men been required to be more masculine . . . It is the men who design and build those extra basement rooms, who carve a lawn and garden out of hard yellow clay, and indulge daily in backbreaking effort that would stagger their effete city cousins.

GROUP 1, BETHESDA UNITED CHURCH WOMEN'S ASSOCIATION, DON MILLS, ONT.

Continued on page 50



BEA AND JOHNNY WAYNE

What it's like to be Mrs. Wayne

How funny are funnymen Johnny Wayne and Frank Shuster at home?

What are their off-stage problems and pleasures? What sort of family life do they have?

Here's the inside story, as seen by those who know it best — their wives

By DOROTHY SANGSTER
PHOTOGRAPHS BY PAUL ROCKETT



RUTH AND FRANK SHUSTER

and Mrs. Shuster

TWO ATTRACTIVE young Toronto wives, Bea Wayne and Ruth Shuster, admit they're finding it increasingly difficult to remain anonymous these days. And it's all the fault of the mushrooming success of their husbands, Johnny Wayne and Frank Shuster, currently being hailed as the most literate comedy team on Canadian and United States television.

For fifteen years Canadian audiences have smiled, chortled and snorted over the elastic wit of Wayne and

Shuster. Now U. S. audiences are sampling the team's humor, liking it, and learning to recognize the individual talents that together punch out the lines that are making even jaded critics smile. The volatile member of the team, they're learning, is Johnny Wayne; the taller chap with the innocent expression is Frank Shuster.

The TV showcase that's put Wayne and Shuster into U.S. living rooms is, of course, the Ed Sullivan Show. It was an enthusiastic Sullivan who gave them carte blanche to choose their own material and name their own price for a possible twenty-six appearances. And when Sullivan took off for the World's Fair in Brussels last summer, it was the two Canadians he left to emcee the show in his absence.

With all this publicity beating down around their husbands, it's a puzzle how Bea Wayne and Ruth Shuster have managed to keep out of the

Continued on page 59

Since sputnik arced into the sky the Canadian people have been taking a fresh critical look at the education their children are receiving in the nation's elementary and high schools. As a clergyman I am convinced that we need to make an equally critical examination of the standard of education being offered by our Sunday schools.

Here are just some of the deplorable facts such a hard look would reveal:

- The average Canadian Sunday school offers only eight hundred minutes of Christian education a year.

- Teaching standards are far below those in our day schools. All too prevalent is the idea that anyone can teach Sunday school—and, alas, they do.

- Sunday classes are tucked away in cubbyholes of basement rooms, often too small, ill-lighted and inadequately equipped. The devil himself couldn't have planned worse quarters for Christian teaching than those that now exist in the majority of our churches.

- Instead of receiving sound instruction, taught by up-to-date methods, our children are being forced to waste valuable time memorizing Golden Texts—just as their grandparents did—and undoubtedly understanding little of the meaning behind the words.

- Our Sunday schools offer few effective or appealing programs for children beyond the age of thirteen, even though it is perhaps in his teens that a child most needs the guidance a Sunday school can and should give.

- The teaching of our children is regarded by too many adults as something apart from the business of worship that takes place in the main church.

Clearly the Sunday school is failing in its function—and that function is not to be a baby-sitting

Continued on page 35

Are our Sunday schools failing our children?

Yes! says this clergyman, and in a hard-hitting attack he warns that parents who don't care, teachers who can't teach, and dusty-dry studies are gradually turning our children away from the church



By the Rev. William C. Bothwell
as told to Eileen Morris

*When a little girl wants a special something
as much as Bet does, she just has
to find a way—in spite
of Aunt Charlie*

*Bet put her hand in the pocket. Suddenly it
was as if she had opened a treasure chest.*

the lovable thief

BY NORMA JEAN BECK
ILLUSTRATION BY JACK BUSH

"Ninety-eight, ninety-nine, a hundred!" Bet stopped skipping and leaned against the nearest maple tree, panting. Her glasses had slipped down and she wrinkled her nose to get them back in place.

A hundred turns of the skipping rope had brought her halfway up Main Street, all the way from Schmidt's Harness Shop to the Cut-rate Confectionery. She would tell her sister Wilma when she got home that she had skipped a hundred.

Now that breathing was easier, Bet noticed Howie Fenwick sitting on the scarred wooden step outside the Cut-rate Confectionery. Howie was eating something—something that engaged his whole attention. Bet left the maple tree and went closer for a better look.

"Hello, Howie," she ventured.

He was too busy to look up. Bet tried a less subtle approach. "What's that you're eating, Howie?"

Howie's tongue

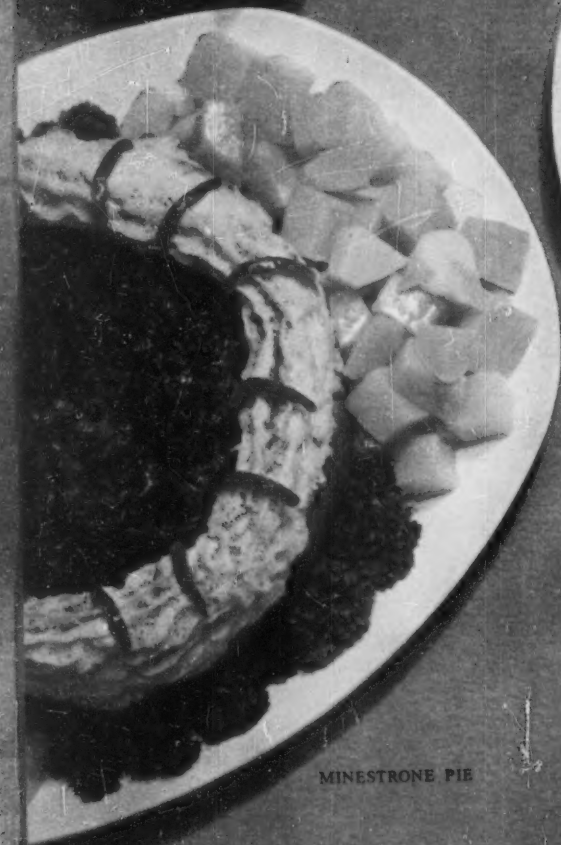
Continued on page 54



CRANBERRY PATTIES
IN WINE SAUCE



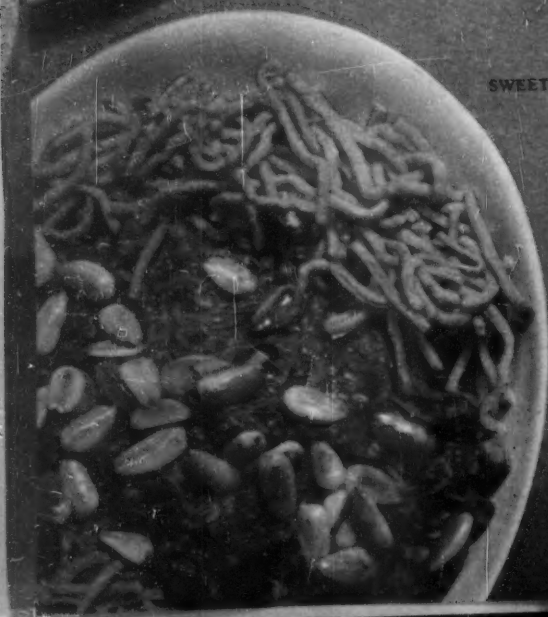
HOT WIENER MACARONI MOLD



MINESTRONE PIE



SWEET AND SOUR BEEF

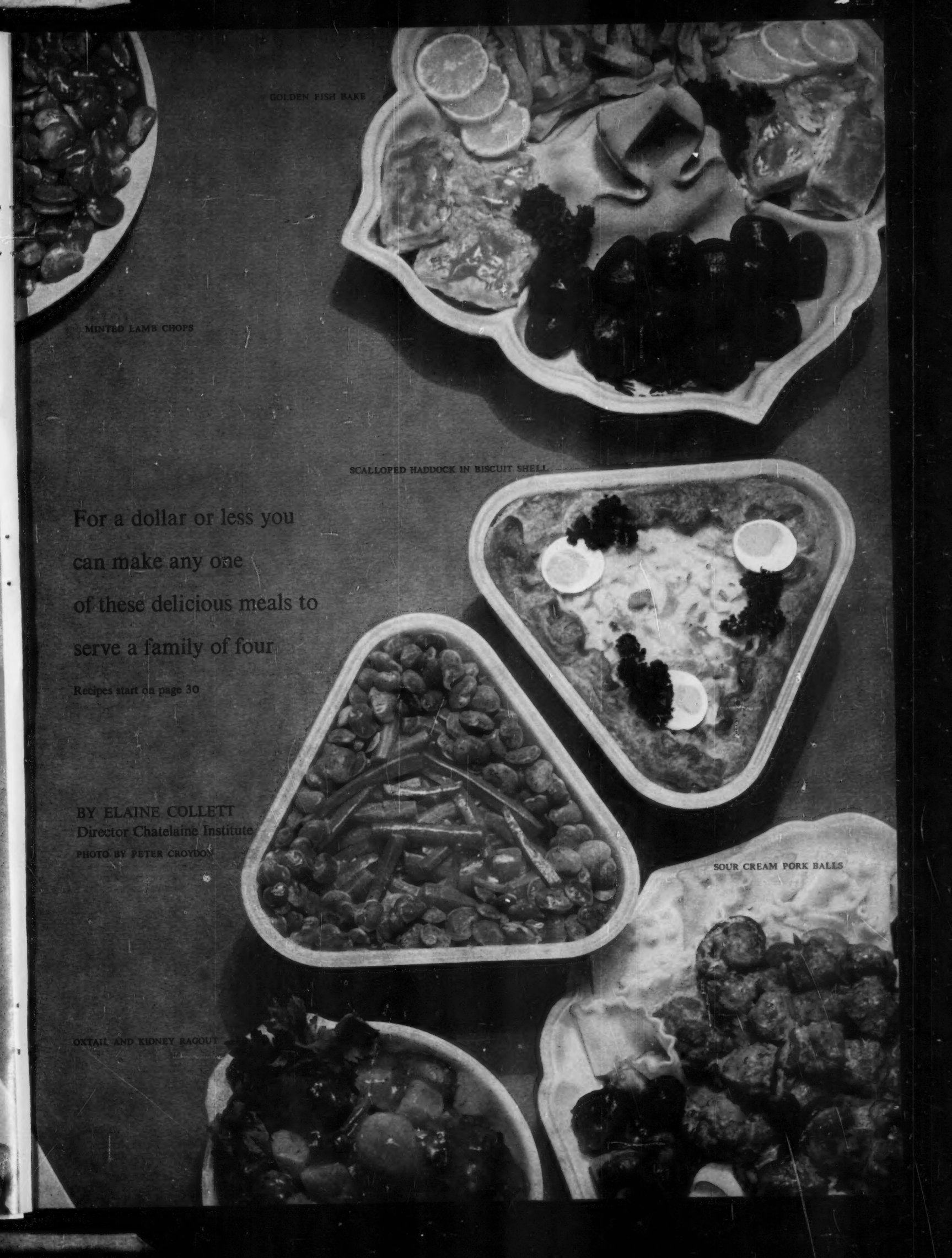


SAVORY CHICKEN ROLLS



DOLLAR MEALS

that taste like a million



GOLDEN FISH BAKE

MINTED LAMB CHOPS

SCALLOPED HADDOCK IN BISCUIT SHELL

For a dollar or less you
can make any one
of these delicious meals to
serve a family of four

Recipes start on page 30

BY ELAINE COLLETT
Director Chatelaine Institute
PHOTO BY PETER CROYDON

SOUR CREAM PORK BALLS

OXTAIL AND KIDNEY RAGOUT

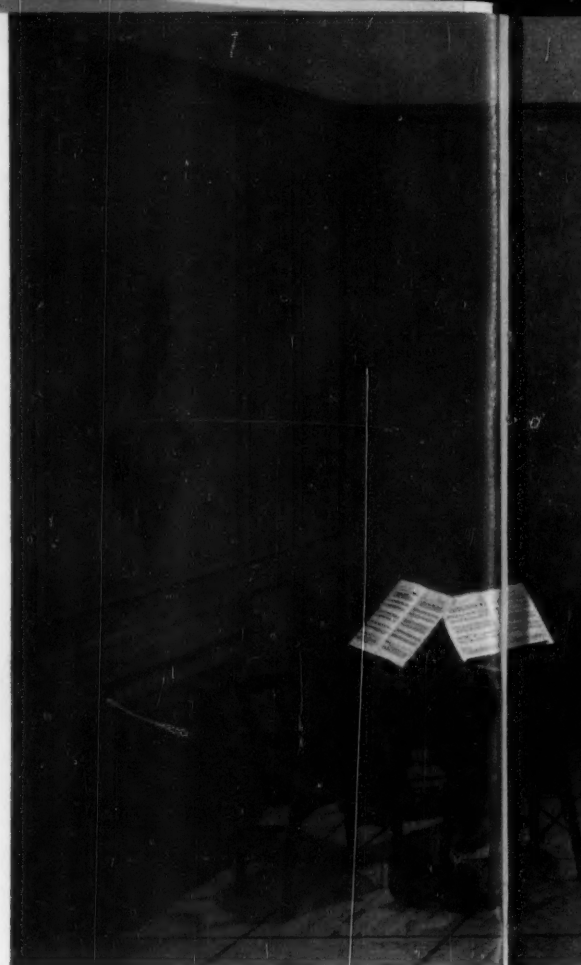
Beginning here
8 PAGES OF DECORATING

CHATELAINE PRESENTS

Canadian TREND-SETTER rooms

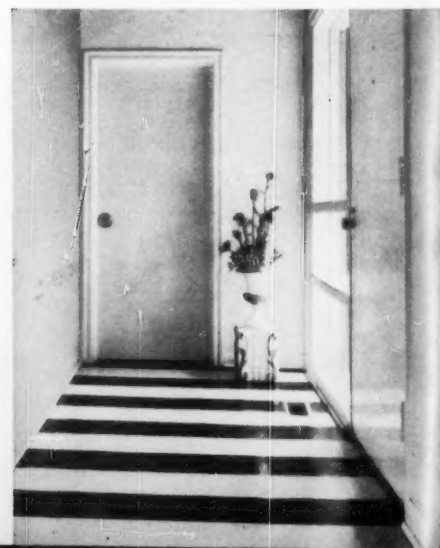
*Five Canadian decorators, from Saint John
to Vancouver, create rooms that are lovely to
live in now and guideposts to your decorating
future. Starting in each case with one
basic furnishing, our decorators show you
exciting ways to set a trend with floors, fabrics,
furniture, accessories and wallpaper*

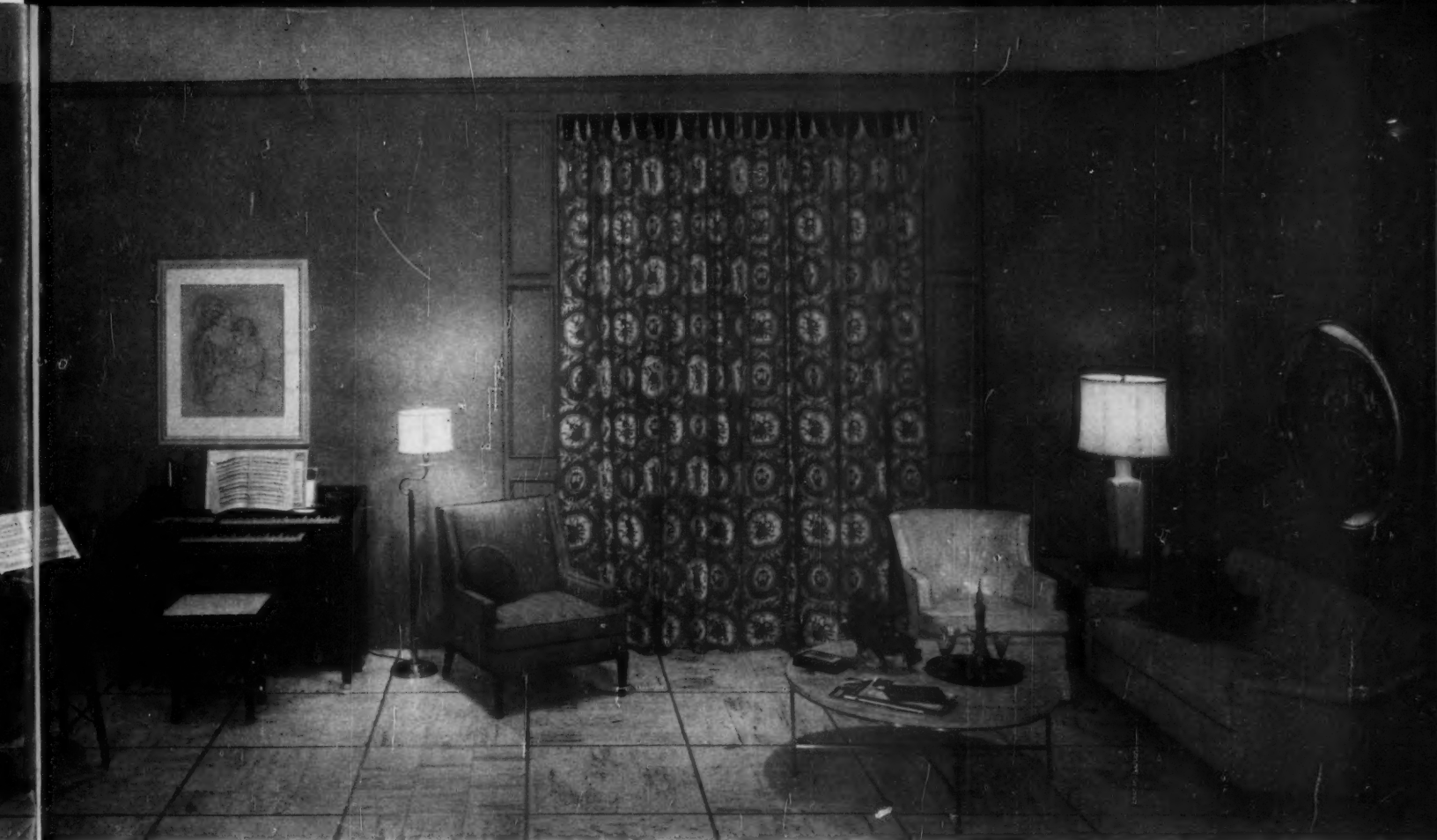
BY DORIS THISTLEWOOD
Home Planning Editor



SOFT WEDGWOOD BLUE in this family-music room highlights the sleek sophistication of its rubber-tile floor inlaid with half-inch brass strips. In bold yard squares, the tiles are marbled with blue; the brass is repeated in the room's accents. White is used luxuriously, but surfaces—tile, the leather armchair, and silicone-finished sofa fabric—are all easy to clean. Sofa and leather chair by Mueller; side chairs, Imperial; green armchair by Towne and Country.

IN THIS FOYER, tiles in horizontal stripes create width in what could be a long dreary corridor. In this treatment, combine two or more contrasting colors.





DESIGNER: GENE BUTT, OF SIMPSON'S, TORONTO

TREND—THE EYE-CATCHING FLOOR

Today, floors are striped, chequered, or inlaid with metals. Tiles are being cut into new shapes and inset. Small overall patterns are returning to broadloom. And unpatterned floor coverings bloom with fresh, unexpected color — from demanding orange-reds to subtle blends that borrow the shadings of rocks, sea or twilight sky. Prediction: this season, and for many seasons ahead, look for new excitement underfoot

CONTINUED ►

WALL-TO-WALL CARPETING in slate Irish homespun sisal unifies this spacious room. The tweedy contemporary texture blends well with the colonial and traditional furnishings; its cool color is an excellent foil for the varied warm wood tones. Draperies repeat the blue of the rug in a deeper shade.



CORAL-COLORED linoleum floor tile gives a glow of hospitality to this dining area from Chatelaine's Parkdon Home '58. Completing the scheme: beige wallpaper, contemporary walnut furniture; orange-striped upholstery. Suite by Honderich.



FABRICS SUPERBLY SET A MOOD

Exciting textures, luscious colors and provocative patterns in fabrics can be the start of any décor. Along with establishing your color scheme, a well-chosen fabric will capture a mood for your room—feminine, gay, subdued or frankly sophisticated

DESIGNER: DENNIS MAY, OF WOODWARD'S, VANCOUVER



FABRIC CAN BE used to achieve an architectural effect. Here, a drapery "wall" faithfully follows the jutting lines of the room. Closed, the draperies give this study a rich, intimate warmth. Or they can be swept back on each side to reveal almost a full wall of glass and a balcony. In the above arrangement, the room has the best of both treatments. The muted textured design of the fabric blends with the room, rather than overpowers it.



THE LAVISH USE of any fabric, whether a crisp cotton or a flowing silk, will always suggest an air of luxury. Here, a deeply sculptured silk damask bedspread lends interest to the large flat surface created when twin beds are placed side by side. Full opaque draperies and translucent net curtains—both in blends of man-made fibres—cover the long window wall. Fabrics, wall paint and carpeting are blended in a monochromatic scheme of warm mushroom tones.



OPPOSITE: A CHINTZ reminiscent of the French *mille de fleurs* (thousands of flowers) patterns makes this bedroom garden-fresh. The strawberry of the wool carpeting is repeated subtly in the paler silky bedspread skirt and textured net curtains. Blue—in accessories and the bold plaid of the chair—proves that a pink-and-blue scheme need not be dull. The simple lines of the chest and vanity contrast pleasingly with the soft femininity of the room. Suite by Kroehler.

CONTINUED ▶

POLISHED COTTON coin-dot fabric in aqua and dull grey is used to striking effect in this young feminine bedroom photographed at Chatelaine's Laurentia Home '58. For the bedspread, the fabric is quilted to raise the dots, providing interesting depth and texture. The same fabric, unquilted, is used for draperies. For accent, a small chair is covered in turquoise velvet. French Provincial furniture is in dark red mahogany for contrast. Bedroom set by Baetz.



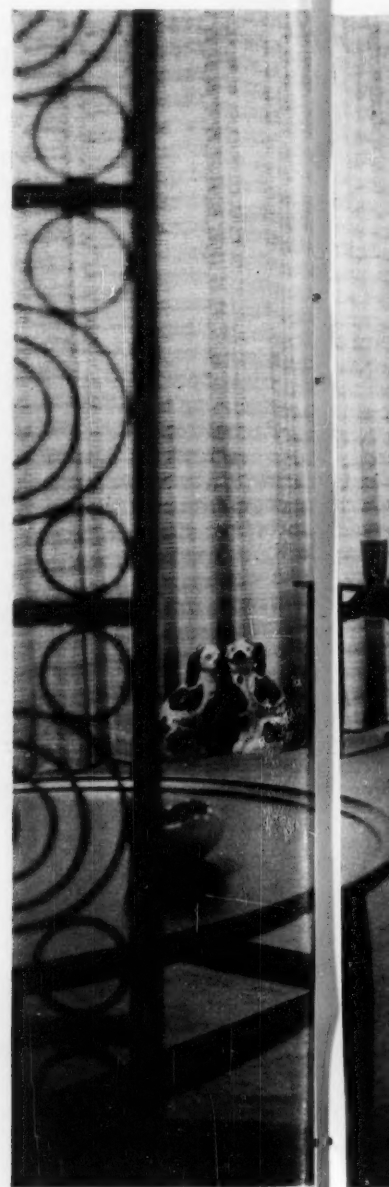
WHERE FURNITURE MAKES THE ROOM

Furniture should be beautiful and interesting—each piece should flatter and be a foil for its companions. The fallacy that states all pieces must be the same wood and the same style happily is outmoded today. And happily, too, you needn't be stifled by customary furniture placements. Try a new arrangement, it can give you a lift as well as the room



TRIM SWIVEL CHAIR shows how attractive new mechanical furniture can be. Also chosen for this small room: a trim tailored love seat, coffee table with sculptured base. Fibre rug and vertical Venetian blinds provide interesting but not overpowering pattern. Sofa by Braemore; end table, chair, Deilcraft; coffee table, Chesley.

HERE AN EFFECTIVE furniture treatment provides a dining area in very limited space. The narrow console table in oil-finished walnut has a double top that flips back to seat six. Matching stools slip underneath. For contrast—side chairs in teak, with molded-plywood backs.





WALNUT, TEAK AND OAK are effectively mingled in this living room planned for working in, too. The handsome teak desk makes itself acceptable by virtue of its good appearance and arrangement. Interesting lines predominate—among them the graceful sweep repeated in the two chair backs.



TRULY A CONVERSATION PIECE is this wicker headboard in a bedroom scheme in blues and mauve. Painted the wall color, soft mauve-blue, it's a muted lacy background for the deep-blue spreads. Print fabric is in a paler blue cotton. Curtains are pale-blue net, over Venetian blinds.

DESIGNER: GUY ACCETTE, OF HENRY MORGAN, MONTREAL

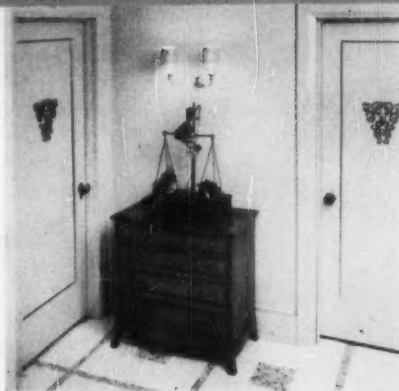


GOLDEN-YELLOW UPHOLSTERY, shot with soft orange, brings the love seat in this room the attention it deserves. Placed at right angles to the wall it prevents the sewing-circle look of furniture that hugs the four walls of a room; yet the placement is practical, providing extra seating convenient to sofa opposite. An area rug in soft gold wool links the two seating groups. Behind the love seat a light-finished storage chest—which could be used as a bar—is a change of pace from the dark walnut of the other pieces. Love seat, side chair by Snyder; chest by Imperial.

CONTINUED ►



CAREFULLY PLACED ACCESSORIES play up the drama of this living room with its stark white walls, black ceiling and accent of shocking pink. Over the desk the grouping of prints blends with the color of the figurine.



A SMALL HALLWAY is given interest—in a minimum of space—by hand-carved motifs in gilt on each door, the old-fashioned scale on a narrow chest.

DESIGNER: JAMES HAWES, OF MANCHESTER ROBERTSON & ALLISON, SAINT JOHN



THE FAMOUS BLUE DEICHMANN POTTERY of Sussex, N.B., inspires the colors in this pleasing room. Blues from the pottery are repeated in wall paint, bouclé net draperies, upholstery. Matching sofa and chair by Snyder; armchair by Sklar; tables by Knechtel.

BUILD AROUND YOUR ACCESSORIES

Instead of superimposing a collection of articles on a room, make them the inspiration for the rest of the furnishings. Use a background or setting that will most enhance the articles. Glass, for instance, should be placed where light passes through it; fine china requires an elegant formal setting. Small *objets d'art* or prints should be mounted or grouped together.

For rooms inspired by WALLPAPER turn to page 57

4 SOUPER BEEF DISHES

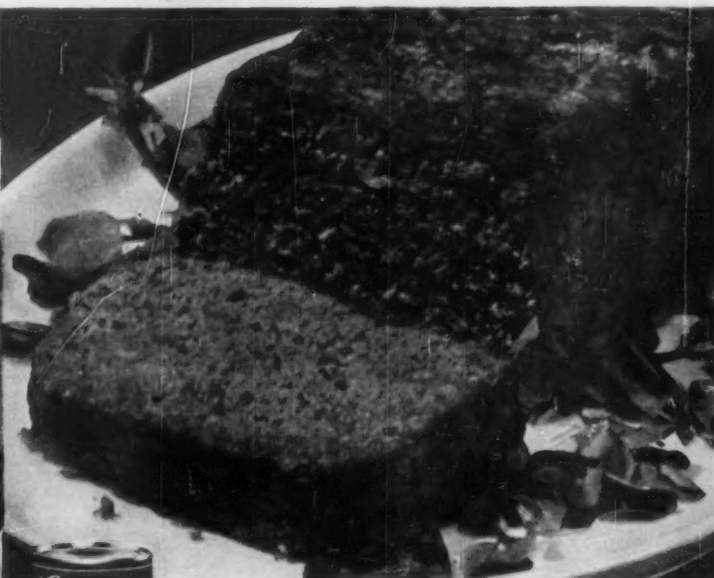
made delicious with *Campbell's Soups*



Here they are! Best of Beef recipes made easy and inexpensive with Campbell's Soups. And souper delicious! Make one of these main dishes for your family tonight. P. S. They'll ask for it again!



Souper Tomato Beef Stew. Roll 1 lb. cubed beef in flour seasoned in salt and pepper. Brown meat in 2 tbsp. shortening. Add 1 can Campbell's Tomato Soup, 1 soup can water. Cover. Simmer 1½ hours; stir occasionally. Add 6 small onions, 1 cup peas, 3 quartered potatoes, ¼ tsp. thyme. Cover; cook about 45 min. or until done. 6 servings.



Meat Loaf with Vegetables. So Juicy! So Tender! So Good! Mix 2 lb. ground beef with 1 can Campbell's Vegetable Soup, 1 beaten egg, ½ cup bread crumbs, 1 chopped onion, 1 tbsp. Worcestershire sauce, 1 tbsp. prepared mustard, 1 tsp. salt and ¼ tsp. black pepper. Shape mixture into loaf. Bake 1 hour at 350° F. 10 servings.



Baked Steak with Mushrooms. Creamy mushroom sauce, that's what goes great with steak! Pound ¼ cup flour, ¼ tsp. salt, dash black pepper into 1½ lb. round steak. Brown in 2 tbsp. shortening in oven-proof skillet; add 1 can Campbell's Cream of Mushroom Soup and ¼ cup water. Cover. Bake in 350° F. oven for about 45 min. 6 servings.



Pot Roast with Quick Onion Gravy. M-m-m! Brown 4 to 5-lb. pot roast; add 1 can Campbell's Onion Soup. Cover; cook over low heat 2 hours. Add 10 carrots, 5 large halved potatoes, ½ tsp. salt, dash black pepper. Cover; cook 1 hour. Remove meat, vegetables. Thicken gravy with mixture of ¼ cup each flour and water. 10 to 12 servings.

Good cooks cook with *Campbell's Soup*



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NOURISHES YOUR SKIN
as no other cream or lotion can!

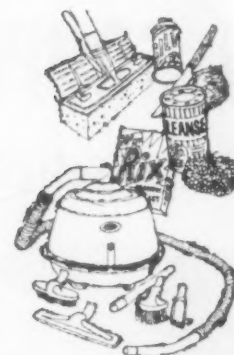
The first time you use Nivea you'll see and feel the wonderful difference. You'll see it in your mirror . . . the youthful smoothness and softness Nivea Creme gives you. For Nivea helps your skin retain its natural moisture, without which it becomes dry, rough and prematurely older. You'll feel the difference, too, as Nivea's wonderful Eucerite (the closest thing to natural skin oils) penetrates your skin . . . nourishing it back to youthful softness and radiance. Use it daily—discover how Nivea can help you to look younger longer!

SKIN NEEDS **NIVEA**

CREME Tubes 39¢ & 69¢ Jar 1.25 OIL 65¢ & 1.15



Homemaker's Diary



Rescuing salt shakers

If you've lost the cork, simply cover hole with transparent cellulose tape. To avoid pushing cork plug inside the shaker, insert a fine straight pin through the cork across the hole. Tape pin to shaker to prevent it slipping out to avoid pricked fingers.

Odors in the cellar?

To prevent disagreeable odors in a cellar, add 1 ounce of carbolic acid (poison) to 1 gallon of whitewash before applying to walls and ceilings.

If basement has a dank odor, you can use a special paint or chemical preparation that combats dampness. The paint can be bought at paint or hardware shops and the moisture-absorbing chemical—calcium chloride—is sold under various trade names in hardware or department stores. Place the calcium chloride on rust-proof screening over a large pan. As it absorbs moisture, the liquid will drip into the container.

Electric dehumidifiers are also available to combat cellar dampness.

Air those wet soles

Wet shoes dry faster when air gets a chance to circulate over the soles. Hang them by the heels over a chair rung, away from heat.

Treating washable bulkies

Many clothes labeled "washable" are sent to the cleaner's unnecessarily because you don't trust the label. This is particularly true of bulky items such as car coats, slacks and jackets. For example, a cotton car coat with synthetic lining may be washed; and so can Terylene-and-wool slacks.

For these and other bulky washables, use warm water (about 130 to 140 deg. F.) and regular detergent or soap and water softener. Agitate for 6 minutes. Put through two deep rinses. Spin dry for half the normal

cycle. Place in dryer at 145- to 160-deg.-F. setting until slightly damp when removed, or air-dry on hanger. Touch up seams, collar, cuffs and hem with a steam iron.

Be sure to spot-treat any stains before laundering. Sponge grease with perchlorethylene or other nontoxic dry-cleaning fluid; for paint use turpentine or paint remover.

Test colored fabrics on an inside seam to be sure color is fast with the solvents. Rub each stain firmly, rubbing from outside of stain toward the middle. Let dry and repeat if necessary.

For unknown stains, start with cool water; then lukewarm water and a detergent. If neither yields results, then try the above-mentioned solvents.

Wash-up for polisher brushes

Before removing from polisher mark each brush so that it can be returned to its own spindle. Stand brushes in lukewarm water two thirds of the way up the bristle for half an hour. Wash in warm (not hot) water with mild soap—don't use a detergent. Rinse in warm water. Work bristles into upright position with hands and let stand until completely dry.

Pure lamb's wool buffing pads may be washed in lukewarm water and mild soap. Rinse and pat out water. Do not wring. Dry at room temperature away from direct heat. Several times during drying, work leather backing into shape.

No soggy vegetables

Keep a clean cellulose sponge in the lower corner of the refrigerator crisper to absorb excess moisture. It will help keep greens from becoming rusty and root vegetables from decaying.

For rocking-chair nannies

To prevent rocking chairs moving along the floor, glue a strip of felt along the length of each rocker. ♦



It's Smart — To Have It Done In The Winter

The new recreation room that's going to be the fun centre of your home . . . those new cupboards that will ultra-modernize your kitchen . . . that extra room in the attic . . . winter is the best time to make them come true.

In winter, highly skilled men are ready to serve you while in other seasons they are often too busy with bigger jobs. In winter small and medium-sized projects get more attention and can be more economical. During the winter employment lull, you can make your home improvement dollars go farther.

To help you take advantage of the benefits of the winter work period, Home Improvement Loans are available under the National Housing Act. These loans cover a wide variety of building, repair and renovation jobs—from enlarging your garage to putting new wallpaper in your bedroom. Your bank manager will give you the details on loans up to \$4,000 with up to 10 years to repay!

So act *now* to improve your home—you will benefit from a faster, better job . . . and your community will benefit from an increase in winter employment.



**CALL YOUR LOCAL NATIONAL EMPLOYMENT OFFICE
FOR ADVICE AND ASSISTANCE**

Issued by authority of the Minister of Labour, Canada



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DOLLAR MEALS

Continued from page 19

MINTED LAMB CHOPS

Total cost of meal: \$1 — serves 4

- 4 shoulder lamb chops
- Cooked pitted prunes
- 2 tablespoons flour
- ½ teaspoon dry mustard
- 1 tablespoon salad oil
- ½ teaspoon salt
- Pinch rosemary
- ½ cup ginger ale OR prune juice
- 2 tablespoons mint jelly

Cut out the thin long blade bone in each chop. Fill each cavity with 2 or 3 large prunes. Secure with toothpicks. Dredge each chop in a mixture of flour and mustard. Brown chops slowly on both sides in the salad oil. Add salt, rosemary and ginger ale. Cover and cook slowly for 20 minutes. Lift to a heated platter. Stir the jelly into the pan drippings and reheat until bubbly. Spoon over the chops. Serve with buttered onions and noodles. (Or substitute Lima beans in tomato sauce for the noodles at a little extra cost.)

HOT WIENER MACARONI MOLD

Total cost of meal: 99c — serves 4 or 5

- 8 wieners
- ¼ cup chopped onion
- 2 tablespoons fat
- 2½ cups cooked elbow macaroni
- ½ can celery soup
- 1 tablespoon flour
- ½ cup grated medium-old cheese
- 1 egg, well beaten
- ½ cup milk
- 1 teaspoon dry mustard
- 1 teaspoon Worcestershire sauce
- Small can tomato sauce

Cut wieners in half crosswise and set up around the side of a well-greased small ring mold or spongecake pan. Sauté onion in the fat until tender. Remove from the heat and add remaining ingredients. Spoon into the mold. Set in a pan of hot water and bake at 350 degrees F. for 1 hour. Unmold on a heated platter. Serve with hot tomato sauce, green peas.

CRANBERRY PATTIES IN WINE SAUCE

Total cost of meal: 98c — serves 4

- ¾ pound mixed ground meat
- 1 teaspoon salt
- 2 tablespoons melted butter, margarine or chicken fat
- 2 tablespoons chopped parsley
- ¾ cup soft cheese bread crumbs
- ½ cup milk or mixed vegetable juice
- ¼ cup cranberry sauce
- ¼ cup chopped celery
- 2 tablespoons beef dripping

- 1 tablespoon flour
- ½ chicken bouillon cube
- ½ cup boiling water
- ½ cup dry red wine
- ¼ teaspoon black pepper

Mix the first six ingredients together and, with damp fingers, form into 8 flat 4-inch-square patties. Mix cranberries and celery together. Spoon onto the centre of four squares. Press remaining squares on top. Seal edges. Dip in flour or dry bread crumbs and fry in beef dripping until crisp and brown on both sides. Lift out and keep hot. Stir 1 tablespoon flour into the pan drippings. Add the bouillon cube dissolved in boiling water. Bring to a boil and stir in the wine and black pepper. Cook until blended. Add patties and reheat. Serve with broiled orange slices sprinkled with French dressing, baked potatoes and kernel corn.

SAVORY CHICKEN ROLLS

Total cost of meal: \$1 — serves 4

- ¾ to 1 pound chicken (1 breast and leg)
- 2 tablespoons dripping
- ½ clove garlic
- ½ teaspoon monosodium glutamate
- Pinch sage
- ½ cup chopped onion
- ½ cup sliced celery
- ¾ teaspoon salt
- 2½ cups water
- ¾ cup barley
- 2 tablespoons chopped parsley
- 8 large cabbage leaves
- 1 chicken bouillon cube

Wipe chicken and dredge with flour. Brown slowly on both sides in the dripping. Add the next seven ingredients. Cover and simmer until tender. Remove chicken. Discard the bones and chop meat fine. Mince the skin. Add the barley to the stock and simmer for 20 minutes. Strain and save the liquid. Combine the barley mixture with the parsley, chicken and skin. Blanch the cabbage leaves in boiling water for 10 minutes. Drain and cut in half. Cut away heavy middle vein. Spoon some of the mixture into the centre of each half leaf. Fold the edges over and roll up. Place in a greased baking dish. Dissolve the bouillon cube in the liquid. Thicken slightly and pour over the rolls. Bake at 350 degrees F. for 45 minutes to 1 hour. Serve with riced potatoes and beets. For company, garnish rolls with crisp bacon curls and serve with baked honey-glazed squash.

Note: Red or Savoy cabbage leaves may be used.

continued on page 32

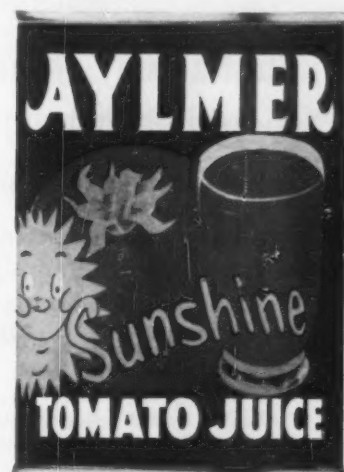


SUNSHINE PUNCH! To Aylmer Sunshine Tomato Juice, add lemon juice, one part to twelve, a dash of Tabasco and a dash of Worcestershire Sauce. Garnish with slices of fresh lemon sprinkled with chopped parsley.

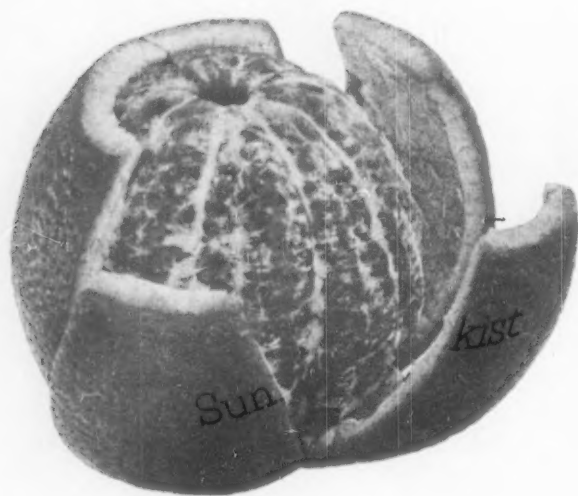
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Continued from page 30

MINESTRONE PIE

Total cost of meal: 97c—serves 4 or 5

- 1 10-inch round rye OR scone loaf
- 1 medium onion
- 1 clove garlic, minced
- 2 tablespoons fat
- 1 pound hamburger
- 2 tablespoons flour
- 2 tablespoons tomato paste OR ketchup
- 1 can undiluted minestrone soup
- 1 or 2 chili peppers (optional)
- ½ teaspoon salt
- ½ teaspoon pepper
- Pinch oregano
- 2 cups seasoned mashed potatoes

Trim a thin slice from the bottom of the loaf. Slice off top half of the loaf and reserve for table use. Hollow the lower section to make a shell with ½-inch-thick sides and bottom. (Save crumbs for casseroles.) Brush inside of shell with melted margarine. Sauté onion and garlic in fat until transparent. Add beef and brown it lightly. Stir in the flour, tomato paste, soup and seasonings. Cook and stir until thick. Spoon mixture into bread shell. Garnish the edge with mashed potato pressed through a decorator tube or drop spoonfuls of potato around the edge and rough with a fork. Sprinkle with paprika. Bake at 375 degrees F. for 35 minutes. Cut in wedges. Serve with buttered turnips and chutney.

SWEET AND SOUR BEEF

Total cost of meal: 94c — serves 4

- ¾ pound lean beef (½ inch thick)
- 3 tablespoons dripping OR chicken fat
- 1 clove garlic, minced
- ½ cup sliced green celery
- ½ cup sliced onion
- ½ cup sliced green pepper
- 1 teaspoon salt
- 1 cup boiling water
- 1 chicken bouillon cube
- 1 tablespoon brown sugar
- 4 teaspoons soy sauce
- 1 teaspoon monosodium glutamate
- ½ teaspoon ginger
- 2 tablespoons cornstarch
- ½ cup ginger ale
- 1 tablespoon vinegar
- 1 (20-ounce) can drained bean sprouts

Cut beef into fingers. Slice each finger across the grain into ½-inch strips. Heat fat and garlic together. Add the beef and stir-fry for 3 minutes. Lift meat out. Add the celery, onion and green pepper to the pan. Sprinkle with salt and stir and cook for 5 minutes or until tender-crisp. Add vegetables to the meat. Pour the boiling water into the pan and add the bouillon cube, brown sugar, soy sauce, monosodium glutamate, ginger and

cornstarch dissolved in the ginger ale and vinegar. Cook until clear. Stir in the bean sprouts and heat thoroughly. Add the meat and vegetables. Reheat until bubbly. Serve with mashed potatoes or fluffy rice. Chow Mein noodles and toasted almonds may be added as extras if desired.

OXTAIL AND KIDNEY RAGOUT

Total cost of meal: 93c — serves 4

- 1 oxtail, cut in pieces
- ½ pound beef kidney, diced
- 2 tablespoons fat
- 2 teaspoons Worcestershire sauce
- 1 teaspoon salt
- 1 beef bouillon cube
- 2 cups canned tomatoes
- ¾ cup water
- 1 bay leaf
- 4 small peeled onions
- ½ cup sliced celery
- ½ cup diced turnip

Dredge the oxtails and kidney in flour. Brown slowly in the fat until all sides are colored. Add the Worcestershire sauce, salt, bouillon cube, tomatoes, water and bay leaf. Cover and simmer for 45 minutes. Add the onions, celery and turnip. Cook 30 minutes longer or until meat and vegetables are tender. Remove the bay leaf and thicken the liquid with 3 tablespoons flour mixed with 3 tablespoons water. Keep hot. Serve with boiled potatoes, buttered noodles or rice.

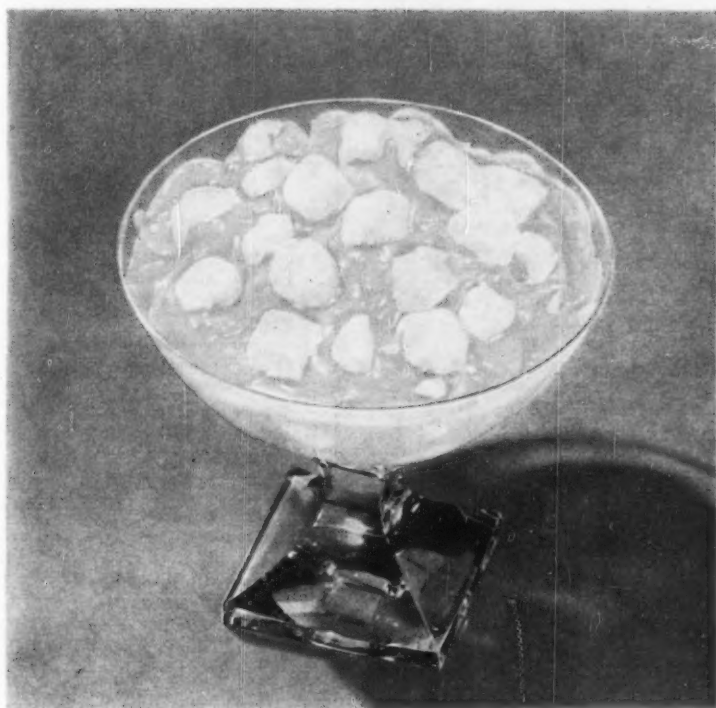
SCALLOPED HADDOCK IN BISCUIT SHELL

Total cost of meal: 99c—serves 4 or 5

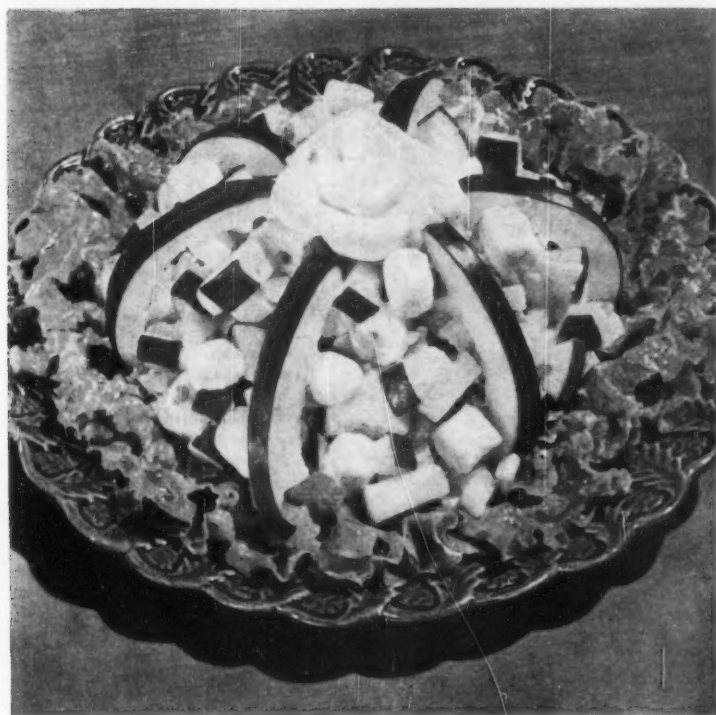
- ¾ pound smoked haddock (fresh or frozen)
- 2 tablespoons bacon dripping
- ¼ cup chopped onion
- 2 tablespoons flour
- 1 cup milk
- ½ teaspoon dry mustard
- ½ can celery soup
- 3 hard-cooked eggs, sliced
- 2 tablespoons chopped parsley
- ¼ cup chopped stuffed olives (optional)
- 1½ cups biscuit mix
- Milk

Cut haddock in pieces and add 1 cup water. Cover and simmer 10 minutes. Drain and separate into chunks. Discard bones. Sauté onion in the dripping until tender. Stir in the flour. Add milk gradually and cook and stir until smooth. Add mustard and soup. Fold in the fish, eggs, parsley and olives. Grease a 1-quart casserole. Make a soft dough of the biscuit mix and milk. Roll the dough out and fit into the dish letting a 1-inch edge overlap the sides. Fill

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VITAMIN B₁ (Thiamin) prevents beriberi and protects and aids in the treatment of neuritis due to thiamine deficiency. The body's needs of B₁ are increased in instances of pregnancy, fever and infectious diseases.

VITAMIN B₂ (Riboflavin) deficiency in the body may result in lesions (cracked skin, etc.) around the mouth, lips and eyes.

NIACIN is of value in the treatment and prevention of pellagra.

VITAMIN C (Ascorbic Acid) is specific in the prevention and treatment of scurvy. It is a factor in normal development and maintenance of bones, cartilages, teeth and gums.

VITAMIN D is essential in the prevention of rickets and in normal tooth and bone development. Its need is greater in infancy, childhood, during pregnancy and lactation period.



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Chatelaine — January, 1959

with the fish mixture. Turn the dough edge over the filling and scallop with the floured handle of a knife. Bake at 400 degrees F. for 35 minutes. Serve with tender crisp-cooked carrot strips and Lima beans.

SOUR CREAM PORK BALLS

Total cost of meal: 93c—serves 4 or 5

1 pound minced pork
½ cup soft bread crumbs
½ cup tomato juice
¾ teaspoon salt
½ teaspoon Worcestershire sauce
Good pinch sweet basil
2 tablespoons fat
½ cup chopped onion
½ clove garlic, crushed
2 tablespoons flour
1 bay leaf
1 beef or chicken bouillon cube
1 cup boiling water
1/3 cup dry red wine OR tomato juice
½ teaspoon dry mustard
¼ to 1/3 cup sour cream
½ package cooked lasagne noodles

Mix the first six ingredients together and form into 16 small balls. Roll each in flour. Sauté and turn meat in the fat until lightly browned. Remove from the pan. Add the onion and garlic to the same pan and cook slowly until tender. Stir in the flour then add bay leaf, bouillon cube dissolved in water, wine and mustard. Simmer for 5 minutes. Add the meat balls. Cover and cook slowly for 5 minutes. Add sour cream and reheat without boiling. Remove bay leaf and serve over hot lasagne noodles dressed with oil or melted margarine, and tender crisp cabbage.

GOLDEN FISH BAKE

Total cost of meal: 88c—serves 4 or 5

1½ pounds fresh or frozen cod filets
1 egg, well beaten
½ cup flour
1/3 teaspoon salt
1 teaspoon baking powder
¼ cup milk
1 tablespoon finely chopped onion
1 teaspoon paprika
½ cup grated cheese
French dressing OR lemon juice

Wipe cod filets and cut into 6 or 8 uniform pieces. Place side by side in a greased baking dish. Beat the next 7 ingredients together to form a batter. Spread over the top of the fish. Sprinkle with the cheese and drizzle with French dressing. Bake at 400 degrees F. for 15 to 20 minutes. If fish is frozen bake 10 minutes longer. Serve with lemon slices or tartare sauce, French-fried potatoes and buttered whole beets. ♦

ARE SUNDAY SCHOOLS FAILING CHILDREN

Continued from page 16

service or a social club, but to teach the child to know God, to love Him and serve Him. Our children are ready to learn but our Sunday schools—and the parents, too—are largely botching the job.

Once we recognize this failure, the next thing is to do something about it. There are, it seems to me, seven things we can—and must—do to improve our Sunday schools:

1. Parents must play a more active role: Sunday schools were created to help the Christian home discharge its responsibility of teaching Christian principles to children. This noble idea has been perverted into the modern system whereby parents load the total responsibility onto the church. How many children are dropped at the church door on Sunday morning while Dad goes home to finish his sleep? The Holy Spirit cannot properly teach the child of a nonworshipping family.

The church must say to parents: *this is your job as well as ours.* Then it must strive to help parents handle the job.

If we are to foster a more professional attitude toward Christian education, churches must demand more of parents. Already some churches request that parents pay a registration fee, to give them a feeling of responsibility in the work of the Sunday school. In a growing number of churches, if children are absent four Sundays in a row without an airtight reason, the parents are informed that their children's names have been struck from the register.

The church must provide opportunities for parents to come together to discuss religion, how they can make their homes more Christian, how they can pass their Christian heritage on to their youngsters through the day-to-day life of the family.

In addition to informed aroused parents the church also needs more effective godparents, those largely forgotten members of a Christian community. It is too often thought their duties start and end on the day of the child's baptism. It is not surprising that so few take the sponsorship of a child seriously. We do little to direct them.

Godparenthood is no empty formality, but a solemn obligation. At baptism godparents—who should be pro-



Norman
Thackwell

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His is but to find and buy
He who sticks to shopping list
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fessing Christians, prepared to take a long-term interest in their godchild's Christian education—make vows in the child's name, also promise the child will be brought to the bishop to be confirmed as soon as he has been taught the Lord's Prayer, the Ten Commandments and the Creed. Thus the godparents, along with the parents, assume responsibility for the religious nurture of the child.

2. We must insist on better training for Sunday-school teachers: Teaching the Christian faith is no job for amateurs. Yet we so often settle for amateurs. We would be shocked if teachers in our day schools were as poorly qualified.

Each parish must set down the basic qualifications needed by prospective teachers, and insist that those qualifications be met. Teaching Sunday school is decidedly not just a matter of "keeping them quiet for an hour," or "just reading a story."

But simply finding a person who seems to be suited to teach Sunday school is only the first step. The church must have ready a professional-level training program.

Every church should hold monthly teachers' study conferences, a once-a-year intensive course lasting five or six weeks. Every parish should send one or more teachers to a nearby weekend teacher-training conference or leadership school—and be prepared to finance its teachers through the course. The parish should also support any local interdenominational education course, where available.

Right now we ought to be training those who will teach the church school in future years.

A practical step in improving teacher training will be taken this summer, when the Ontario Council of Christian Education will sponsor a week-long training school. There, student teachers will watch children being taught by skilled teachers, and there will be an opportunity for the trainees to do some practice teaching.

No matter at what level it is conducted, any teacher-training program must stress the fact that the teacher must have a personal experience of the Christian faith, and the ability to be articulate about it. The program must nail down the aims of Sunday-school classwork, the factors that influence learning — classroom atmosphere, the emotional climate of the home, the personality of the teacher. It must instruct the teacher in the characteristics of the age group he is teaching, how children grow and

how character and personality develop.

And finally, any teacher-training program worth its salt must show the trainees how to acquire and use the latest classroom tools—a small, top-quality parish library, for instance, containing books on Christian education, the social sciences and child development.

3. We must provide better housing for our Sunday schools: Our great goal must be to make Christian education educational. We'd find this goal easier to achieve surely if we created the proper atmosphere by providing classrooms at least somewhat like those found in our day schools. How can we expect a child to get the most out of a Sunday-school session held in a basement, in the same room where he played basketball last Wednesday night? And separate rooms for each class are desirable: the attention of pupils in one class should not be distracted by the work of another.

We must get away from the old idea of cramped little rooms just large enough for children to sit around the teacher in a tight circle, and listen.

4. We must raise the standards of the Sunday-school curriculum: Much curriculum has been written on the assumption that churches must work through untrained Sunday "teachers" who must have the words put in their mouths. It seems to me we have gone at this the wrong way round. We

should attack the teaching problem seriously enough to obtain trained teachers, then provide an upgraded curriculum which thoroughly trained teachers can use.

In planning courses of study we must be alert to the latest creative teaching methods. For instance, memory work has its place, but a lot of memory work does little more than chop up Scripture. Education should, surely, be thought of in terms of understanding, rather than of memory.

Let us, too, abandon the idea that Christian education means the telling of a series of isolated Bible stories on successive Sundays. The Bible's angle of vision is more important than its actual stories. The modern teacher introduces pupils to a quest, a search, a problem, a challenging job to do. What is done on Sunday is only part of a long-term project.

A child's spiritual life cannot grow unless it finds expression in action—in writing, drawing, painting or other handwork. In a modern class you'll see the children constructing a Biblical scene, dancing or singing, acting out a story, watching a film, painting a mural, or perhaps planting seeds. They learn that God, as the late William Temple, Archbishop of Canterbury said, is not merely interested in "religion."

Stimulating and exciting changes are coming about, especially in the United States. A radical departure from traditional teaching methods is the Seabury Series, in which the Anglican Communion in the U.S. has completely updated its Christian education course. It provides textbooks for parents as well as children. This series is not much used in Canada as yet, simply because many of our teachers are not sufficiently qualified to use it.

The Board of Christian Education of the Presbyterian Church in Philadelphia has published promising new material for all ages, for use in the home and in the Sunday school. Called the Christian Faith and Life Series, it is group-graded—that is, a course is provided for each school grade. There are also parents' and teachers' magazines for each department, published quarterly, giving general information for both, teaching plans, and suggested activities.

In Canada the United Church at this moment is revising its curriculum. The Anglican Church curriculum is being constantly revised. But much remains to be done in this country.

5. We must back our Sunday schools

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When it comes time to clean *this* floor, "Mummy" can stop running. A blob of paste, crushed chalk, a sticky crayon—a bit of a wipe with a damp cloth and they're gone. Scratching? This Marboleum—like all Dominion Linoleum—resists it marvellously. But if scratches *do* appear (and with toys...you know!) the pattern makes them practically invisible. Scorch marks can be completely removed with steelwool and varsol. Price? Surprisingly reasonable—even more so when

you install Dominion Linoleum yourself. And it takes *wear* like a teddy bear, so replacement costs are nil. And, with all its wonderful practicality, Dominion Linoleum also displays an unmatched ability to spark decorating schemes that are delightfully different—something straight out of a 'model home'. For example, see how (*below*) a one colour floor can be made exciting by harmonizing and contrasting accents. For more of the same, see the section "right next door".

Marboleum by-the-yard M-85 on floor and desk top with set-in circles of Battleship Ivory, Orange, Green, Yellow, Blue

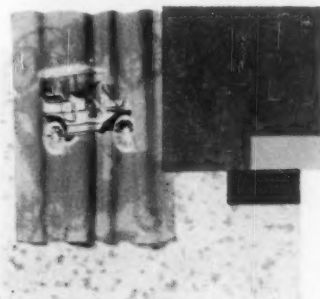


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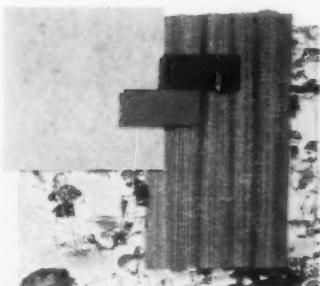


MARBOLEUM
M-43

Mix rich, *Rust* Marboleum with "old-car" drapes that absolutely defy dislike...background all with wallpaper in a "confetti" pattern (what's *gayer* than a wedding?)...highlight with half-tiles of Battleship in yellow and terra cotta. Cowboy colours.

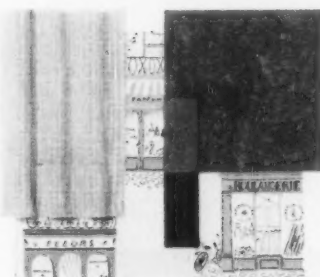
MARBOLEUM
M-27

BLEND this *Beige* Marboleum—a shade that's warm as beach sand at sunset—with fun-splashed wallpaper and lime-cool cloth...let black and orange Battleship tiles carry the "bold colours" flag. For happy living in a heavily lived-in room.



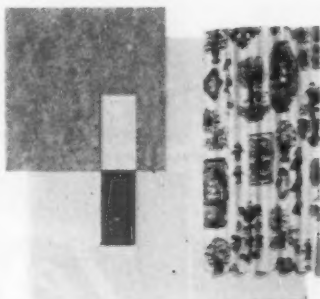
MARBOLEUM
M-21

MATCH Marboleum in a *Green* that's clean, refreshing, remindful of mountain meadows with another green in the gold-flecked drapes and another green (a Battleship tile green—boy, is it green!). Accent with Battleship buff. *Vive la wallpaper!*



MARBOLEUM
M-22

COUPLE *Coppertone* Marboleum with cool ivory...add flowers on fabric for unfailing cheer. Again the accents are Battleship...ivory and a gem of a red...in half-tiles or (if you prefer) circles like those in the main illustration.



THE MAN WHO CHARGES OUR SUNDAY SCHOOLS ARE FAILING OUR CHILDREN



The Reverend William C. Bothwell, Anglican chaplain at the University of Toronto, developed his ideas on Sunday school education while serving as chairman of the Toronto Diocesan Board of Religious Education, and during his work in churches in Canada, the United States and Great Britain. While in England he wrote a thesis on the relation of the church to public education and plans to expand this into a book. Toronto-born, Mr. Bothwell is married and the father of one son—as yet too young for Sunday school.

with dollars: Today in Canada more money is spent in coin machines than on the religious education of our youth. If we believe in the work of the Sunday school, then we must support it with large chunks of the parish budget. There should be funds to send teachers to education conferences; funds to provide adequate classroom space and furniture, to buy audio-visual aids and books. For too long we have had the shocking situation of the Sunday school creeping forward on the offerings of the children.

6. We must increase the time given to Sunday classes. In the majority of Sunday schools there is a scant twenty minutes for the lesson. This is not enough. If we are going to teach anything we need a teaching period of at least fifty minutes each week.

7. We must make Sunday school interesting for teen-agers, too: I do not agree with the complacent idea that if the church has the child under its wing until he is six or seven, it will have him as a member all the rest of his life. The United Church Observer recently noted that in twenty-five years Sunday-school attendance has only increased five percent. "It's the young people who are quitting. When adults indicate that Sunday school is for children, young adults of 13 or so tend to agree." The paper added that for every five children in the primary department, only one child attends in the intermediate age group.

The teen-ager is at a rebellious stage. He does not wish to be treated as a child, as too many of our Sunday schools now treat him. Unless we

take his needs and interests into consideration and quickly shape up courses that realistically face up to those interests and needs, we're going to continue to push him away from the church—just when he needs its help and guidance most.

If we're going to stem this teen-age tide away from Sunday school and the church, we must first wake up to the fact that this isn't just going to happen—we're going to have to make it happen.

How? One solution is *family* worship in church, followed by classes for children and adults. Sunday school loses its "kid" label if the teen-ager knows Mom and Dad go, too.

Another solution is to encourage teen-agers to reassess the great themes of the Christian faith in terms of teen-age experience. Sex, money, the relationship with their families, vocation, parental authority—these should be topics of discussion. Young people need to learn what Christianity says about these things.

Let them discover that Christianity is more than ancient stories and restrictive discipline. These young people need to be helped to understand that redemption, Christian love, penitence, eternal life are more than mere words.

I think a case could be made for the fact that the very term "Sunday school" is outworn and should be cast aside. Christian education isn't something you grow out of—you grow into it. We should never be graduated from the church's school but throughout our lives should undergo a deepening spiritual education. ♦

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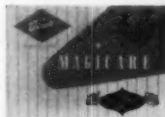
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20 MONEY-MAKING

BUSINESSES YOU CAN START



By JEANNINE LOCKE

Sketches by John Richmond

What business would you do best at?*Here's a selection
of ideas designed just for you***What will it cost to get started?***Here's the equipment
you must be prepared to buy***What do you have to know about the business?***Here's a guide
to the training success demands***What must you do to make a go of it?***Here's what to do —
and some advice to consider before you do it*

Self-employment, like possession of a house with a patch of grass, is a dream that many Canadian women cherish. By emancipating ourselves from bosses (whom we equate roughly with landlords) we end our troubles. That's the dream. The reality, as Dun and Bradstreet regularly reminds us, is sometimes less lovely.

In 1957, 1,498 Canadian businesses failed. Most of them were less than five years old. Their liabilities totalled \$59,661,000 — a lot of dreams turned into nightmares. The chief reason for failure was not misfortune or a harsh economic climate. According to Dun and Bradstreet, poor management was directly to blame for 96.9 percent of all failures.

What are your chances of business success in the highly competitive Canadian economy? Quite clearly, you yourself are the riskiest factor in this situation. Before going into business for yourself take a cold hard look at yourself and don't rely on your friends' opinions. If you aren't certain that your own vision is twenty-twenty, you'll make a wise investment in the services of a personnel consultant. The elaborate tests that he'll give you will indicate some of your strengths and weaknesses.

The director of a Toronto firm of personnel consultants, James F. Hickling, believes that a woman, beginning in business for herself, should have "a large component" of what he terms "the feminine revolt." She should demonstrate "some ambivalence in her attitude toward men," or she must feel a need to "stand up to men."

In the opinion of Hickling, a psychologist, the woman who "likes a man around the house for his protective function" will probably experience some difficulty in the business world."

The woman who is going into business for herself in the hope of finding a man would be sensible to find herself an employer instead. That sort of motivation leads but to the Dun and Bradstreet failure files.

Skill in social relationships doesn't necessarily mean success in business either. As Hickling points out, "the passive kind of getting along which a woman is accustomed to in her social relationships is quite different from what she meets in a competitive business situation." She must learn that "people have to be useful to her. She must distinguish between those relationships which are just nice (they're luxuries in business) and those that are necessary."

Women are at a disadvantage here because, as psychologist Hickling sees our society, "men are taught very early to be business-like. Women are taught something quite different." Later, they're still looking for "nice" relationships, even in business.

This doesn't mean that a woman must shed her femininity to be a business success — it means she shouldn't count on it.

Ask yourself: Am I going into business because of the interesting people whom I hope to meet? If so, you should look around for a sounder reason. A great many shops have gone bankrupt in the past while their owners were chatting away with customers whose charm was considerably greater than their purchasing power.

Ask yourself: How much of myself am I willing to put into this business? Unless you'll contract to commit most of your time and energy to your business enterprise at the beginning, the chances of surviving those difficult early years are slight indeed.

Ask yourself: Is my knowledge of this business theoretical or practical? There's an immense difference between an intellectual understanding of a business situation and the kind of knowledge that comes from firsthand experience. If you don't have this

experience, you would be well advised to get it before you think of trying to start your own business.

Always remember: businesses fail mainly because their managers are inexperienced or downright incompetent. It's only in the movies that innocents in business make a million.

It is a curious fact that many people who carefully read the small print on insurance policies, apartment leases and deeds to houses, go blindly into business. They consult a lawyer only after they're in trouble — perhaps well on the way to bankruptcy.

Bankruptcy is immensely bad business as well as an embarrassment. In this state, you lose the right to hold property in your own name. You cannot be made a director of a company or continue to hold directorships. You are ineligible for political office. If you're a senator you must immediately vacate your seat. And you remain a partial citizen until the court discharges you from bankruptcy (having satisfied itself that you were not guilty of fraud).

Clearly, the best time to consult a lawyer is *before* you set up your own business. He will warn you that, as the sole partner in a business, you will be personally liable for all the debts that you incur. Your creditors can seize not only your business but also your personal assets (including bonds and your interest in an estate). If you owe more than one thousand dollars, you can be put into bankruptcy, whereupon a trustee is appointed to distribute your assets among your creditors.

By going into a business partnership you don't lessen your liability. Partners are jointly and *individually* responsible for all debts that their business accumulates. Creditors can sue either. The usual practice, however, is to sue both and concentrate on the one with assets.

If you retire from a partnership or sell out your interest, you still remain liable for all the debts of the partnership that were incurred prior to your leaving it. Some people actually forget to register the dissolution of a partnership and remain legally responsible forever.

A limited company is your best insurance against business disaster. If you have five thousand dollars, say, which you're prepared

to invest in your venture, you can limit your losses to that amount by incorporating yourself as a company with shares totalling five thousand dollars. Should you go bankrupt then, creditors can sue only the company; they have no claim on your personal assets.

The establishment of a limited company is neither complicated nor expensive. Your lawyer draws up the documents of incorporation and, after searching the local registry office to make sure that the name you have chosen is not already in use, registers your limited company. You need three directors, each of whom is required to own at least one share in the company. Shares can cost as little as a dollar.

For partners in business, a private company offers the advantages of limited liability and continuity. The setup is similar to that of a limited company. The partners are shareholders and there must be a board of directors. If one of the partners leaves, the company still goes on. It's a simple matter of transferring shares.

If the foundation of your business venture is a product, appliance or procedure of your own invention, your first concern is to get a patent. The office of the Secretary of State, Ottawa, is the place to apply. You may file your application directly or use the services of a lawyer specializing in patents. Either way, you avoid the blunder of beginning a business that infringes on someone else's patent rights.

Besides a call on your lawyer, a visit with your bank manager is a necessary preliminary to setting up a business. No matter how familiar you are with the particular business situation you intend to enter, you need to know about the general economic conditions that may affect it. Your bank manager can help you to see your enterprise in context. Always remember that your bank is a source of information as well as of money.

The quarterly reports published by Dun and Bradstreet of Canada are required reading by any prospective self-employer. From this source you can learn not only the number of business failures but also the nature of the businesses and their location. You can then judge the vulnerability of your own.

Clothing stores, for example, are currently failure-prone. So are restaurants. In the service category (laundries, tailors, dyers and so forth), small establishments are the ones least likely to succeed.

The Dun and Bradstreet reports also provide information to influence your choice of geographic location. Alberta shows the biggest increase in the number of business failures (nearly half of the total were retailers). New Brunswick, on the other hand, enjoys the distinction of the sharpest decrease.

Those facts support the experience of James Shore and William Pollock, partners in the successful young company, Office Overload. "It is a great mistake," they warn, "to think automatically that your own home town is the best place to start in business." It may be that your field is overcrowded at home while, in another community, that particular pasture is authentically green.

Watch your market

Another misapprehension, in the view of these businessmen, is that there's profit, invariably, in the imitation of a successful business formula. The idea behind Office Overload, for example — to provide outside staff help for offices that are temporarily overburdened — worked out so successfully as to attract competitors quickly. Not all succeeded. The formula was not at fault; the field simply became overcrowded.

The main thing to remember when you're venturing into business is to keep your eye on the market; don't be distracted by the glamour of someone else's success or by your own affection for a certain sort of enterprise. Naturally you want to operate a business in which you're interested. But you should first establish that there's a market for the product or service you want to sell.

Having assessed your own qualifications and thoroughly investigated the market, you're ready to employ yourself.

The next step is to employ an accountant. He'll function on your behalf in his own office (in other words, you'll be his client, not his



employer). Once he has set up a sound accounting system, your business has a backbone. Without it, you can totter toward bankruptcy in total ignorance of any peril.

You should have enough capital to sustain you for at least a year. Don't cheat on your calculations. Pay yourself a salary; otherwise your books are false. If bookkeeping is alien to your experience or temperament, you'll need to be a continuing client of that accountant. Send him your books at least once a month. It's essential during the first year that you know every month precisely where your business stands.

Choose your location carefully

Your choice of a location depends, of course, not only on the nature of the business but on the kind of customers it serves. Bookshops, for example, depend on browsers, people who have time on their hands before catching a train or keeping a hairdresser's appointment. So do shops that specialize in antiques or crafts. They need, therefore, to be close to main arteries of traffic, not on charmingly secluded side streets. The shady side of the street has an obvious advantage: strollers are more likely to choose it.

When you come to sign a lease you may be tempted to try for the shortest possible term. It's true that, if your business fails and you're obliged to shut up shop, you're legally responsible for rent during the remainder of the lease. But if you've chosen your location wisely, your five- or ten-year lease can actually be an asset when you're disposing of your business. Anything shorter, after all, poses problems: the possibility of a raise in rent (which blemishes your budget) and the necessity of moving (which is a heavy expenditure both of money and customers).

Before you establish a business in your own home, you should investigate your community's zoning regulations. From many residential sections of Canadian cities all forms of businesses (even rooming houses) are excluded.

At the city hall you can also get information about the kind of inspection by the fire and sanitation departments that your premises must pass. These regulations may affect your decision to use your home for business. In some cases—kindergartens and day nurseries are obvious examples—it's often more economic to rent separate space than to furnish in your own house adequate facilities for public health and safety.

And now, you've reached the last stage in the complicated business of beginning a business. You're ready to advertise your enterprise. Remember that there are almost as many forms of advertising in this last half of the twentieth century as there are kinds of businesses. For example, some concerns that function only in a small area (do-it-yourself laundries are examples) are both efficiently and inexpensively served by advertisements in suburban weekly newspapers. What form of advertising you choose depends entirely on your understanding of your business. But whatever advertising program you adopt, you most certainly should see to it that your business is listed in the yellow pages of your city's telephone book.

If you are entirely unaware of the forms and functions of advertising — or bemused by the mass of details that accompany the beginning of any business — you would economize by getting professional help. Most public-relations companies are geared to give advice or to direct your publicity and advertising campaigns either on a short- or long-term basis.

It's an economy at any stage in your career of self-employment to invest in competent outside advice, where you're uncertain of your next move. Avail yourself, too, of the immense amount of market information that is contained in trade publications and the reports of government departments, banks and other financial houses. A businesswoman in 1959 has at her disposal a great many aids to the operation of a sound enterprise. Use them.

In the following columns, you'll find specific information about twenty businesses that exploit the innate abilities and interests of women. Good luck in the business you choose.

Custom millinery

Knowing what's going to happen next is the key to success in this business



EXPERIENCE: Night classes in millinery are given by many vocational and technical schools. But most of what you need to know you can learn only from the trade. An apprenticeship of a year should acquaint you with the essentials of the selling and managerial sides as well as of the craft itself.

ATTITUDE: Be prepared to continue learning during the whole of your career. What makes a successful custom milliner is an ability to improvise on basic shapes and designs—and a willingness to keep plunging into the

whirling world of fashion. You must be aware, not of what is happening to hats, but what *will* happen.

EQUIPMENT AND COST: You'll need approximately twenty-five wooden shapes (over which hats are blocked), costing about three hundred dollars altogether. A good felt hood (the basic form in which felt is bought) costs between seven and fifteen dollars. Adding on the high cost of trimmings—feathers, flowers, beads and sequins—you can count on about a thousand dollars' worth of supplies for your first collec-

tion. You *must* have a wide selection on hand before you open your doors. One of the facts of a custom milliner's life is that women take pleasure from trying on hats.

CAUTION: Don't overstock on your supply of trimmings. Feathers, for example, had a great future predicted for last fall. It didn't materialize. A lot of custom milliners were left with stocks of feathers which, besides being expensive, are far from durable. Before you invest heavily in trimmings, test customer reaction.

Nursery and kindergarten

Teaching is just part of the job — as parents will let you know

EXPERIENCE: The qualifications demanded of you depend on the province in which you live. Ontario and British Columbia require special training in nursery education. The others do not. Check with your own provincial department of education—or, in Ontario, with the Department of Public Welfare—to make sure that you meet local requirements.

ATTITUDE: You should realize that the operation of a private nursery school or kindergarten involves more than the ability to teach and supervise children. You function also as your own school board and home-and-school association. Parents nowadays expect a great deal from nursery-school training. Moreover, they like to have a feeling of participation in

this phase of their children's development.

EQUIPMENT AND COST: In those provinces that license day nurseries and kindergartens, public-health and safety standards are often higher than the facilities of a private home can meet. It may be more economical for you to rent space in a church hall or basement. Parents are usually

happier with that arrangement than with classrooms in a private house: they're fearful of fire hazards. Regulations as to the number of staff members vary from province to province. In Ontario, which has the stiffest requirements, you must have a staff of at least two for more than five children in your care, since your pupils must be under constant

supervision. The second person need not be a trained teacher. For twenty or more children, the supervision of three adults is required, and so on. The amount and kind of play equipment also are regulated. In Ontario, for ex-

ample, the ratio of toys to children is thirty to twenty. Count on spending about a thousand dollars on toys, playground equipment, books and creative materials.

CAUTION: The size of your stu-

dent body will fluctuate wildly, due to the diseases to which preschoolers are prone. Since fees are usually paid by the month, not the term, you can expect your budget to be affected by erratic attendance.



Food preserving



EXPERIENCE: An affection for and competence in cooking are your required qualifications here. ATTITUDE: A willingness to work long hours at the start.

Cooking well is half the battle — knowing your market is the other

COST AND EQUIPMENT: A canning-sized pressure cooker and access to inexpensive supplies of fruit or meat are prerequisites to such an enterprise. The ideal situation is one in which you and your husband raise the product which you preserve. The wife of an Ontario turkey farmer, for example, produces frozen turkey, scalloped, in pies or in full dinners, which she sells right on the farm. She uses birds damaged in dressing. At first, her equipment consisted of a pressure cooker, individual aluminum pie pans and cookie sheets that held nine pies.

Her production was seventy-two pies per day. Now, with a second and larger pressure cooker and the part-time help of two women, she produces four hundred and fifty pies daily. She also supervises the salesroom.

What this woman has done with turkeys can be applied to fruit and vegetables. Jams, jellies, pickles and preserved fruit and vegetables command high prices in specialty food shops in large centres. Write to the department stores which house hostess shops, in such cities as Montreal, Toronto, Ottawa, Winnipeg, Cal-

gary and Vancouver. Those markets, together with your local one, can add up to a substantial business.

CAUTION: Don't try to produce a low-priced product, in competition with large processors. The appeal of your product is that it's homemade. Price it accordingly. And remember that the federal Department of Health and Welfare Food and Drug Directorate has jurisdiction over any food product offered for sale. Inspectors from the directorate have the right to investigate your procedures.

Custom sewing

You must sew quickly and well — and be something of a mind reader

EXPERIENCE: Technical and vocational training schools offer night classes in advanced sewing. You can pick up both short cuts and fine points of finishing.

ATTITUDE: Sewing for a living is hard work. Customers who aren't quite clear about what they want but impatient to have it quickly make your work even harder. Can you cope with them?

EQUIPMENT AND COST: The cost of a sewing machine (which you

undoubtedly already have) is the only expense in establishing such a business. The demand for custom-made slipcovers, tailored spreads, curtains and sofa cushions has never been higher than right now. Begin at home. Your customers supply all materials, including thread, cord and zippers. Charge by the day rather than by the item. Eight to ten dollars is a reasonable fee if you can produce a slipcover for an

uncomplicated chair in one day.

In a year of fluctuating hemlines, there's a hefty demand for seamstresses who will come in by the day to revive last year's wardrobe.

Advertise your service in your weekly suburban newspaper until you can depend on word-of-mouth publicity. The most direct route to a busy home-sewing industry is through interior-decorating studios. Call on decorators



with some samples of your work. CAUTION: Don't begin until you're a quick as well as competent seamstress.

Registry for baby sitters and homemakers

To homemaking experience add a business sense



EXPERIENCE: It helps if you've raised a family of your own. As in all other businesses, this one demands strict attention to book-

keeping. If you've maintained your own household accounts in good order, you should be able to cope with the business side of a registry.

ATTITUDE: Be prepared to be tied to the telephone morning, noon and night until you can afford an assistant.

EQUIPMENT AND COST: A business telephone and telephone answering service set you up as an agent for sitters and homemakers (whose duties extend to cooking and cleaning—in other words, caring for the household, not just sitting with children). The cost of advertising (and waiting for business) are the biggest items in your budget.

First you must advertise for staff and then for employment for them. If you're operating in a big city, the most economical and efficient form of advertising will be the weekly newspaper in your district. You'll be operating only in one area. Sitters and homemakers don't like to travel across the city to assignments. Neither do their employers want to transport them long distances. They naturally call on a registry near at hand.

In a small city, those facts don't apply. Daily newspaper and telephone-book advertisements are the ways to begin. Finding employment for homemakers (in cities of all sizes),

you should also circularize the doctors in your community or district at least twice a year. They will often pass on your name to patients who need those services.

Budget for expenses of at least three thousand dollars for your first year. Charge five to ten percent of your sitters' earnings (about seventy-five cents an hour) and the same percentage on homemakers' (about eight dollars a day). To the latter, you charge the smaller fee for the longer assignments.

CAUTION: Don't be satisfied with casual interviews of the homemakers and sitters who apply to register with you. Expect to weed out about one third.

Food Take-out *Cooking skill, long hours, and a sense of what suits the public's palate best are needed here*

EXPERIENCE: You should either have cooked for or have organized



ed the cooking for large groups. **ATTITUDE:** Be willing to work eighteen hours a day at the beginning.

EQUIPMENT AND COST: For the preparation of that durable dish, fried chicken with French fried potatoes, you need two french-fry cutters (you can get them second-hand for about two hundred dollars), two deep fryers (four

hundred dollars apiece second-hand) and a potato peeler (about two hundred and fifty dollars secondhand). You'll need one person half-time to help you prepare the food, and a deliveryman (who supplies his own truck or car and fuel). His fee of ten percent you add to the customer's bill. Count on spending about three hundred dollars for menus

(ten thousand). Have them distributed in your district. You should also advertise in your local newspapers and telephone book. **CAUTION:** Don't try fancy dishes. Chicken is popular and it travels well. Your local health department as well as the Federal Food and Drug Directorate have the right to inspect your procedures and premises.

Bookshop *Enthusiasm for books can be a help and — beware — an unsuspected hazard*

EXPERIENCE: Even if you've worked in a library, you should have some background of selling books. Six months is the minimum.

ATTITUDE: Fondness for books is not in itself a good enough reason for opening a bookstore. You should be aware that you'll be carrying more books than you'll be reading. You must be prepared for much heavy work to make a go of this business.

EQUIPMENT AND COST: The cost depends entirely on the kind of bookshop you intend to run but

you can count on an investment of at least ten thousand dollars in books and fixtures at the beginning. There's one good general rule for stocking your shelves: Don't overorder on any single volume, despite the attraction of a discount price for bulk orders. You're tying up your money on the chance that you've got a best-seller. It's better to reorder than take that chance. Children's books are about the only sure things. Go to your public library to find out from the children's librarian what are the perennial

favorites. Order them in bulk. Beware of books that have been banned at some time or another. Only a few people buy them.

Remember the importance of your location. To invite browsers (the backbone of your business) you should be on the shady side of a street close to main arteries of traffic.

CAUTION: Don't let your personal prejudices dictate your choice of stocks. A lot of bookshops have gone bankrupt that way. Accept the fact that books alone won't earn you a living. You'll need to



carry cards, ribbon, wrapping and note paper and small leather goods as well.

Antique shop *You should be something of a collector by temperament — and very much of a businessman*



EXPERIENCE: An enthusiasm for and appreciation of antique china, crystal and furniture are assumed of anyone going into the antique

business. Several works by Gerald Stevens on early Canadian glass and furniture will help your understanding of your subject. His book, *In A Canadian Attic*, tells you not only what items you can expect to find in this country and where, but also their value to the present owners.

ATTITUDE: Like a book store, an antique shop involves heavier labor than most people expect. Proprietors of all but the biggest shops have to rub down furniture and polish glass themselves.

EQUIPMENT AND COST: No one can say even roughly what is the cost of a good initial stock of antiques. Most women go into the business only after their homes are overflowing. To open a business, however, you need more than just a few pieces of popular items—milk glass, for example, and pine chests, stands and chairs. Plan to have one impressively authentic antique for your display. But don't stock up on expensive pieces. Most of your customers will prefer an "an-

tiqued" modern to the genuine thing. In other words, buy items for adaptability, not age.

CAUTION: Antique shops are failure-prone because their owners fall in love with certain items and overbuy. A fast turnover is essential in this retail business, just as in any other. Don't locate yourself on some secluded street, however charming it may be. Antique shops, like book stores, need to be on main streets to attract their best customers — the browsers.

Self-service laundry *It demands patience, the right locale and the proper equipment*

EXPERIENCE: A year's practical business training in a laundry or dry-cleaning establishment is essential.

ATTITUDE: You need to be patient. It will take a year before your business is steady.

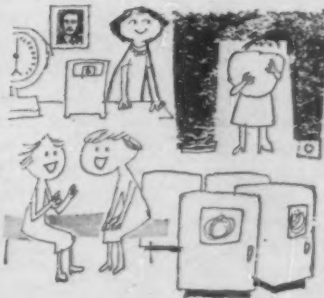
EQUIPMENT AND COST: Fifteen automatic washing machines are the minimum for a profitable enterprise. Installed, each costs about a thousand dollars. Two

extractors (at five hundred dollars apiece), one double dryer (fourteen hundred dollars), a softener (a thousand dollars) and a large hot-water boiler (two thousand dollars) are also essential. Count on a weekly bill of about a hundred and fifty dollars for soap, bleach and builder (for removing grease). You'll need one staff member.

Considering the expense of

setting up in business, you'll need to select your location carefully with due regard for the fact that most new apartment buildings contain their own laundry rooms. Choose an area that is thick with rooming houses and not-so-new apartment buildings.

CAUTION: Don't try to start without a full complement of equipment—the machines will cut down your operating costs.



Flower shop

You must work while others relax, and be part-diplomat and psychologist



EXPERIENCE: Night classes in floral design and shop management (three a week for twenty-one weeks) are given by the

College of Practical Floristry, 15 Elm Street, Toronto. Tuition is \$225. Even with this course (the only one of its kind in Canada), you should work for a florist for a year before you go into business on your own.

ATTITUDE: Accept the fact that the florist's busy times are the very times when other people are relaxing — holidays and Fridays and Saturdays (until all hours).

EQUIPMENT AND COST: A large refrigerator and small delivery truck are the essentials. Refriger-

ator costs range from about five hundred dollars for a used model, to six thousand dollars. A minimum supply of flowers costs about five hundred dollars a week. You must have enough capital to carry your expenses for longer periods than in most businesses. The reason is that the bulk orders will be by telephone; payment comes later.

CAUTION: Don't regard the florist business as being like any other enterprise. You're selling a product with a sentimental connota-

tion. Hence, you must exercise great care in the selection of—and extreme caution in the substitution of—flowers for delivery.

You must be an authority yourself on all phases of your business. Don't depend on a member of your staff; turnover of staff is high in this field.

Remember that time is especially precious in the flower business. You must be a heavy producer in a business that has kept its prices fairly stable for thirty years.

Custom dressmaking

Ability to make dresses isn't enough — you must be up on fashion trends

EXPERIENCE: Even after a course in advanced dressmaking (The Ryerson Institute of Technology in Toronto gives a six-month course—one night a week—in professional sewing techniques for twenty dollars), you need an apprenticeship of several years before you're trained in the most difficult and essential skill of your craft—cutting. In Europe tailors apprentice for at least seven years. Here, you should have behind you an apprenticeship of at least two years.

ATTITUDE: As in custom millin-

ery, dressmaking demands constant attention to fashion trends. It's essential that you should be able to advise your customers on the current status of hem- and waist-lines. Know your fabrics, too. Your enthusiasm for what you're creating will be communicated to the customer.

EQUIPMENT AND COST: You can set yourself up in business for about five hundred dollars. The largest single item is your sewing machine (about \$250). You also need cutting and pressing tables (these can be built for under

\$100), three mannequins in small, medium and large sizes (about \$15 apiece) and a steam iron (about \$17). Wholesalers will provide you with fabric samples free of charge. You can manage with a minimum of three rooms (reception, fitting and workrooms). The best location is close to the residential area of your clientele.

CAUTION: Never promise a finished article for a certain date if there's a good chance you won't live up to it. Many dressmakers do, to the benefit only of retailers



in women's wear. When a woman asks for a finished article on a certain date it is because she wants to wear it on that date.

Hairdressing salon

Success demands you be stylist, prudent buyer, ready to work long hours



EXPERIENCE: You should be trained, not only in such basic

skills as shampooing, setting and cold waving, but also in cutting and tinting. Courses in hairdressing and beauty culture last about six months (or a thousand hours).

ATTITUDE: Hairdressers, like florists, must be prepared to work the hardest and the longest at the most festive times of the year.

EQUIPMENT AND COST: Count on needing two dryers per operator

(at a hundred and fifty dollars apiece, including chair). One basin (about a hundred and seventy-five dollars, installed) will do up to four operators. Comb-out desks and chairs cost about a hundred and fifty dollars per set, and you need three for every two operators. Have on hand several gallons of shampoo, two of each of the twelve basic

hair tints, plus supplies for half a dozen permanents.

CAUTION: Don't overorder supplies. In most cities there's a daily delivery. Get along with about a hundred dollars' worth of supplies until you see how business is going. You should know in six months (a small shop is advertised by word of mouth) whether to stay in business.

Company magazine editing

A typewriter puts you in business; with a reporter's skill you may stay there

EXPERIENCE: If you have some experience (six months to a year) on the editorial staff of a trade magazine or a company publication, and if you have the ability to briskly organize and present information, you should investigate the current market for company bulletins and magazines.

ATTITUDE: You need a reporter's curiosity and accuracy.

EQUIPMENT AND COST: A typewriter (preferably electric be-

cause of its bold type face) is the only piece of equipment you need to start. Your chief investment is in the time it takes to canvass small companies in your community. Large companies usually have their own machinery for producing weekly or monthly news bulletins for and about their employees. A four-page pamphlet is a simple and suitable package to offer. The company appoints a staff member to work

with you on the collection of social and personal notes. You establish a deadline and, a week ahead of the date, remind your correspondent of his responsibility. You should, meanwhile, have collected business notes from company officials. The next step is to write and edit this information. Then allow plenty of time for printing.

CAUTION: You must budget your time to allow for at least six



bulletins in production per month to support yourself by this work.

Nurses' registry

EXPERIENCE: You don't need to be a qualified nurse. A course in practical nursing or a year's experience as a nurse's aid would be a help, however.

ATTITUDE: Here again, you must be willing to stay at the telephone. A telephone-answering service substitutes only in emergencies.

EQUIPMENT AND COST: The procedure for setting up a nurses'

Nursing knowledge can be of help, but the ability to judge people is a must

registry is much the same as for any other placement bureau. In some provinces, however, you must be licensed by the department of health to place either practical or registered nurses. The license costs about fifteen dollars. To be eligible for it you must provide a doctor's character reference plus proof of "financial stability." You are obliged to make contracts with

the nurses whom you register (and forbidden to charge more than five percent of their fee). You must have doctor's certificates of their good health.

Besides the usual forms of advertising (newspaper and telephone book), you should remind doctors of your service by letter several times a year.

CAUTION: Nurses' registries come and go, largely because their



proprietors fail adequately to screen the persons who apply for placement.

Business-girls' placement agency

It's a big-city job that demands a knack for screening workers



EXPERIENCE: Work for a year in the personnel department of a large company.

ATTITUDE: You must be a patient interviewer. Occasionally you must be willing also to act as counselor.

EQUIPMENT AND COST: A business telephone, filing cabinet and printed application forms are your only investments in equipment and supplies. You need a two-roomed office — one of the

rooms for interviewing, the other for waiting. Your chief cost is advertising. It's a continuing expense — count on about a hundred and fifty dollars a month for advertisements of job opportunities in daily newspapers.

Your first step is to notify personnel managers of companies of your service. Another way to publicize your bureau is to telephone executives who are currently advertising for office help.

Your function is to save the busy executive's time by screening potential employees for him. Your fee for this service is usually from three to five percent of the new employee's salary for a year, or two weeks' pay. The fee is charged to the employer, never the employee.

CAUTION: A private employment agency is unprofitable in a small city where opportunities for changing jobs are limited.

Catering

You must enjoy entertaining — but above all beware of competing for jobs too big for you

EXPERIENCE: If you've run a large household with flair as well as efficiency (and with very little help) for at least five years, you can probably cope with most problems that will arise in a catering business.

ATTITUDE: You should enjoy entertaining. Otherwise, you'll be defeated by the long hours and hard work involved in the production of a formal social occasion.

EQUIPMENT AND COST: Essential to the preparation of food in large quantities are an electric mixer and slicer (a used, recon-

ditioned model of each costs about three hundred and fifty dollars) and a 32-cubic-foot refrigerator (about a thousand dollars). A three-compartment sink is also necessary. An automatic dishwasher (which is efficient only if you also have a large-sized water heater) is a luxury until you've built a steady business. So is a two-oven stove. You can manage with a large family-size model. The amount of china and silver you'll require depends, of course, on the number of people your house will accommodate. If you can handle

a hundred guests, you'll need twice that number of china and silver pieces. The same rule of thumb can be applied to napkins.

CAUTION: Don't try to compete with restaurants and hotels for big receptions. Instead, concentrate on providing an attractive service and setting for no more than a hundred people. Decide on what your food specialty will be (desserts have the most appeal) and don't economize on it. Some food items (sausage rolls are an example) are often cheaper to buy than to make yourself. Small rolls are uneco-



nomical to purchase in large quantities. Figure your costs in terms of the going rate of about \$1.75 per plate for wedding receptions. You're well advised to insist on customers supplying their own large flower arrangements: they're likely to be stunned by the bill.

Real-estate brokerage

Training in the business pays off — and so do satisfied clients



EXPERIENCE: There is no substitute for employment in a real-estate office. Don't skimp on the time. Several years is probably

the minimum. A written examination set by your provincial government precedes your being licensed as a broker. And you must be a broker for a year before you can apply for membership in your local real-estate board. The entrance fee is five hundred dollars plus yearly dues of seventy-five dollars. That membership automatically makes you a member of the Canadian Association of Real Estate Boards.

ATTITUDE: You should decide to try for satisfied, not quick customers, when you're beginning in the real-estate business. Repeat business is essential to a small concern.

EQUIPMENT AND COST: A business telephone in your own home will set you up as a broker. The financial cost is principally your membership fee in your local real-estate board. It's a large economy. It entitles you to the

board's co-operative listings of properties for sale. With these listings you have, in effect, ready-made shelves of merchandise. All you have to do is advertise your service in daily and suburban weekly newspapers.

CAUTION: Don't ignore the education courses conducted by most local boards. More than salesmanship is involved in the operation of a successful real-estate brokerage business.

Bachelor cleaning service *The prospects are good, but finding a staff is the problem*

EXPERIENCE: If you've run a house of your own, you should be able to anticipate your clients' needs.

ATTITUDE: Directing a cleaning service, you're dealing in a commodity which is in short supply — domestic help. Be prepared, in consequence, for a brisk turnover in staff and the irritations that attend that state of business affairs.

EQUIPMENT AND COST: For every woman on your staff, count on

an initial investment of about five hundred dollars in equipment (electric floor polisher, waxer, vacuum cleaner, mops, brooms, and so forth) and soap and cleanser supplies. Bonding adds ten dollars per year per employee. Uniforms cost a minimum of four dollars apiece.

You should advertise your service, not only in the yellow pages of your local telephone book, but also in the trade magazine published by apartment-

owners' associations in all large centres. Arrange with apartment owners for the delivery of circulars, announcing your service, to their tenants.

A successful bachelor maid service operating in Toronto supplies cleaning service (a half hour per day, five days a week costs four dollars), weekly clean-up (three hours for four dollars and fifty cents) and maid service at parties (a minimum of three hours for six dollars).



CAUTION: Don't make a large-scale investment in equipment until you're well under way. Start with a cleaning staff of about three. Build up to about forty.

Public relations *You need a writing background — and to know how much work you can handle*



EXPERIENCE: Five years of training in advertising or journalism is the minimum for most people. Remember: your well-trained news sense, together with your ability to quickly assimilate in-

formation on a variety of subjects and to present it clearly and interestingly are your biggest assets to your clients.

ATTITUDE: You must be able to work under pressure. You should be aware of the basic problem in public relations, that you are always working to satisfy the needs of two different groups — your clients and the communications industry. Unless you learn to recognize conflicts between these needs, you won't satisfy either group for long.

EQUIPMENT AND COST: As with almost all businesses that are built entirely on the reputation (in other words, the training, experience and judgment) of their proprietors, a public-relations enterprise requires only a small investment in equipment. With a typewriter, letterheads and telephone, you're in business. You have no advertising expense beyond that of mailing notices of your business's beginning. Since most of your contact with clients will be made by telephone or

in the clients' own offices, you can conveniently work at home or in a very small office. A telephone-answering service will function as an assistant until you have enough accounts to justify a staff member.

CAUTION: Don't take on more clients than you yourself can handle. It's your ability that they've hired, not someone else's. A lot of public-relations firms go out of business each year because the owners try to spread themselves too thinly.

Business school *You will be expected to be teacher, counselor, administrator — and patient*

EXPERIENCE: To be certified by the registrar of trade schools in your province, you must show proof of training in these subjects that you propose to teach. Academic qualifications don't influence certification.

ATTITUDE: You must be willing to work hours far beyond the school day. Your time will be required, not only for the preparation of lectures and time-tables, but also for counseling your young students.

EQUIPMENT AND COST: A hus-

band-and-wife team works admirably in this situation. Otherwise, you must have staff or you'll be using your space and equipment uneconomically. At the beginning you can get along quite competently with the help of one other teacher (your husband or some other qualified person). Count on needing one typewriter per two and a half students. One adding machine and one dictaphone are sufficient. Each student needs a home desk. You should have at least two class-

rooms. Fluorescent lighting and posture chairs for your typing rooms are essentials. Cupboards, clothing racks and filing cabinets comprise the remainder of your equipment.

Check with the registrar of trade schools in your provincial department of education about registration of staff and fire regulations.

CAUTION: Don't make a large investment in equipment at the start. Considering that you'd spend about three thousand dol-

lars per twenty students, you're well advised to rent typewriters, dictaphones and adding machines until your school seems safely established.



BUSINESS VENTURES YOU SHOULD AVOID

TRAVEL AGENCIES are now in as large supply as there is current demand in most Canadian communities. In the big cities, the field is overcrowded.

TICKET AGENCIES in Canada suffer from the fact that Canadians see no point in paying for such a service outside of New York.

CHARM SCHOOLS are a precarious business for anyone who hasn't a well-established name in the beauty or modeling field.

GIFT SHOPS continue to be short-lived because of the tough competition from large department stores — that and their proprietors' inclination to stock according to their own tastes.

INVISIBLE MENDING is a skill that the now moth-resistant synthetic fabrics have made almost obsolete — that and the fact that it's an expensive service because it's so slow.

KENNELS are for those whose love of dogs is greater than their need to show a profit. The dogs eat up the profit. If you still want to set up kennels, make sure that you keep a good supply of American cocker spaniels for sale. You'll find that they're the most popular breed at the moment.

TOURIST HOMES can no longer compete successfully with glossy motels equipped with TV in each and every room. ♦



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WHAT OUR READERS SAY ABOUT SUBURBIA

Continued from page 13

How about the good old days when men were men and worked far longer hours? Their absence from hearth and home did not affect their masculinity.

MRS. SHEILA W. WACKER,
WEST HILL, ONT.

The suburbs are excellent training grounds for women—and men—in committee and community work... Here the "traditional role" of woman, the conciliator, the peacemaker, the settler of differences within the family, may be employed with more value at higher levels.

MRS. FRANK DAVIES, DON MILLS, ONT.

One of the things that I love most about our suburban way of life is the uninterrupted quiet that is mine when I want it to think about the kind of person I am, to shed pretense... While assessing myself I become more astute in assessing those with whom I come in contact.

MRS. R. W. LAPP, BAIE D'URFÉ, QUE.

Sure, we need old people in the streets but let's not be naïve enough to think that we won't get them in time... When Dr. MacLeod suggests that young mothers can get the experience and calm reassurance when they are flustered by a baby's crying by calling Grandma down from the upstairs room, he is advocating the very situation that created the phenomenon of suburbia in the first place—the desire for the new mother to get to a place of her own and raise her kids in 1959 traditions instead of the 1929's.

R. T. O'BRIEN, AJAX, ONT.

The statement that suburbs put a high value on newness of possession is false. In a house full of offspring, one doesn't invest in a new chesterfield until the springs come out of the old one and hit you like a jack-in-the-box. In a choice between a new article of furniture or a flowering crab, the tree usually wins out, here in the suburbs.

MRS. ROLAND MARCOTTE,
ROSEMERE, QUE.

I was mad when I read Dr. MacLeod's remarks about old homes and their nooks and crannies. They were all very well, but who cleaned these places of serenity? The housewife, of course. But then, Dr. MacLeod is

apparently in favor of women acting as servants.

MRS. VERA FIDLER, OTTAWA

The young wives of today have shared the working world with their husbands. They have enough understanding of finances—which many of their grandmothers did not have—to want to share co-operatively in the running of the home, the banking, the paying of the bills, and the making of the family's major financial decisions. It would seem rather foolish to restrict them to the monotonous unthinking roles of mere "cooks and floor waxers"... Also, as it is so often pointed out, the wife who is kept too much in the dark on the family finances throughout her married life can be a very confused and desperate widow.

MRS. RUTH DRYSDALE, REXDALE, ONT.

39 percent agreed generally with Dr. MacLeod and added some criticisms of their own

My ego was given a grand boost when Dr. MacLeod quoted his colleague as saying, "It is a woman's role to cook, clean and raise children and men must insist that she concentrate on these functions"... Some of my daughter's friends gather around our house and garden during the long summer days and I feel it's partly because it's one home where there is a mother busy cooking, washing, or ironing.

MRS. A. B. JAMES, VICTORIA

I left the suburbs because I was in danger of getting just too itchy bitsy feminine. I know of nowhere in Canada that the male ego receives as much flattery as it does in suburbia. Here is the true "John says" wife; here is the wife whose whole theme in life is her family and whose days are highlighted by the homecoming of the wage earner and whose weeks are climaxed by the "togetherness" of the weekends... You will not find your aggressive, sophisticated, wage-earning, club-joining and culture-conscious wife in suburbia.

In suburbia are to be found the best examples of the ideal wife and mother, the centre of her world within the confines of her home. Suburbia can be a happy place indeed for the woman who fits this pattern. The modern rebel soon feels a sense of smothering in the male prestige and dominance of suburbia.

MRS. IRENE CRAIG NEIL,
PORT STANLEY, ONT.

I would disagree that coffee and tea-party gatherings between the women

are a "blessing" in that they bring the women "together" . . . I feel the problem would be nearer a solution if the women met less frequently and learned to live with less company and hence develop an inner stability.

MRS. FRANCES YOUNG, WINNIPEG

There is talk, but no communication, in suburbia. There is lending of sugar and flour, but no sharing of ideas or problems.

MRS. J. A. BACON, BELLEVILLE, ONT.

Suburban children are not only bereft of their fathers' company, but in many instances bereft of playgrounds. The spacious well-kept lawns are veritable show places with their commercial swings, slides and plastic pools, but these are irksome to an inventive child who likes to create his own soapbox car and playhouse.

MRS. HANER, MINDEMOYA, ONT.

Some of the families around here think that by living in this "desirable residential district" we are doing the "right thing" by our children. It's true that the roads aren't busy and that noise is at a minimum. But the effect on the children is deadly. Their play becomes stereotyped and unimaginative. The boys are always cowboys and the girls are forever mothers, aunts or new babies . . . How can it be anything else when they see nothing around them to show them what life really is?

MRS. C. A. SCOTTON,
ST. LAURENT, QUE.

In my opinion the most harmful thing to mental health in the suburbs is the lack of some place to walk. Wives hurry next door for coffee, motor to the shopping centre, but never take a walk—which gets rid of tension better than anything. Suburbs with their lack of tree-lined streets, stores to peek in and offering a sameness everywhere, discourage the practice.

MRS. RITA LYNN, THORNE, ONT.

I want my children to help the old Italian woman who can't cross the busy street, to remember to enquire kindly about the small grocery-store owner's rheumatism, to be able to listen to the comforting faint clatter of a distant streetcar when they wake up late at night . . . For myself I want to live in a big house with character—with high ceilings, an upstairs, a downstairs, maybe an attic, and an old-fashioned veranda to sit on and watch the summer lightning and rain on a hot humid evening . . . Why should we bury ourselves in a smart

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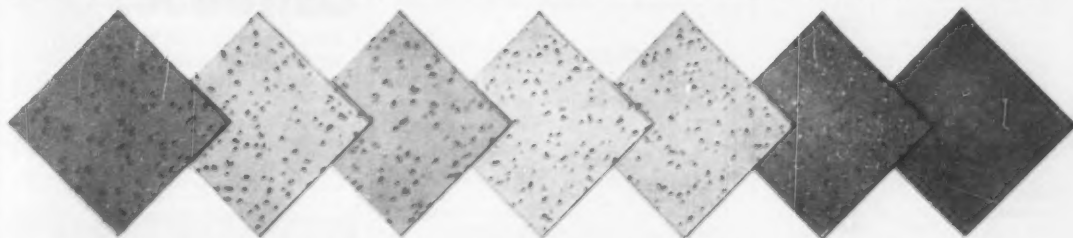
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split-level, with a ravine lot instead of a soul?

MRS. DAVID BERRY, TORONTO

Suburbia is suffering from malnutrition. I would prescribe a liberal dose of starched-lace curtains, upright pianos with used hymnbooks thereon and contented grandmas and grandpas rocking on verandas, here and there.

MRS. N. E. IZON, ALLISTON, ONT.

One of the points in Dr. MacLeod's article that caused most comment was his charge that suburban housewives are usurping their husbands' traditional role

One of the contributing causes for children being left with "no feeling of gender" is, I believe, that women seem to do so much of the teaching here in school. I feel men teachers for boys are a great need.

MRS. D. R. PAPE, STOUFFVILLE, ONT.

Are suburban wives usurping the husband's "traditional function of ruler and protector" any more than city wives? I repaired electric irons with hairpins and coped with leaking plumbing on my own, long before I moved to the suburbs. And what's this about our having a "terrible sex life"? I never would have guessed it—and neither would anybody else have guessed it from the number of shiny new baby carriages dutifully pushed past my door each day.

MRS. M. I. MCLEAN, CONCORD, ONT.

Dr. MacLeod refers to the suburban men as "watered-down males." Why? Because many women cut the grass? Doesn't he know that this is one of the best ways to reduce and keep fit? He thinks the men don't work when they get home? He must know different ones than I do. Why, right now as I am writing this letter, my next-door neighbor, one of those watered-down males, is digging six feet down in hard clay to build a stone planter. As a light change from that, he is also building a fence for a lot fifty feet wide and a hundred and fifty feet long, putting in posts and everything that goes with it.

MRS. OLIVE HOWELL,
SCARBOROUGH, ONT.

To advocate a return to the Victorian idea of division of authority could too easily be interpreted as condoning the double standard for the sexes that seriously undermined and confused Victorian children. The idea of a male

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ruler and a female servant degrades the best in human relationships, and defeats Dr. MacLeod's aim.

MRS. M. AZMIER, OTTAWA

I want my husband with me as long as it is possible for us to be together. And if I can fix the toaster, paint a room, refinish some furniture and take a bit of the load off his back, I claim I am *not* watering down his maleness, but helping him to be able to lengthen his lifespan.

MRS. J. T. WARK, PORT CREDIT, ONT.

11 percent of our readers blamed other factors in our society for suburbia's problems

Of course the suburban wife is bored most of the time. Because she has had a better education than her mother had, because she reads more and thinks more, she finds the routine of housework dull and is constantly frustrated by the limitations of her world. Women today are educated beyond the needs of housekeeping and are, consequently, discontented and restless. This problem is not solved by moving families out of the suburbs.

MRS. C. G. BOURNE,
PORT CREDIT, ONT.

Dr. MacLeod has completely overlooked the financial aspect of suburban life. Suburbia is popular primarily because it provides good housing with low down payments and most young people simply do not have a great deal of cash.

MRS. M. CARROTHERS,
DEEP RIVER, ONT.

There are many happy women in and out of suburbs doing major, satisfying jobs at home, filled with neither a sense of failure nor burning ambition. But you can't hand some women a case of amnesia; they bring their education and their sense of once belonging to a larger world with them to the suburbs. The word "housewife," no matter how you sociologize, has a low-down stamp. The cleavage between the woman who stays home and the neatly suited heroine who goes out to work hits deeper and harder at most women's sense of failure and inadequacy, in town or out of it, than anything else. This is the "mental suburb" for many women.

MRS. H. R. FEINER, MONTREAL

I would diagnose the sickness as belonging to our whole society. It may be more evident in the suburbs, be-

cause we have there largely one generation, in a sort of isolated control group. . . . Our modern age tends to put much greater value on the packaging than on the product . . . You can't expect young married couples to feel an urge to want permanence in anything, when it is a well-established tribal custom to have certain things when you have a certain income, and to discard them on the way up.

MRS. L. STUART, TORONTO

At present our educators in the schools and universities teach one thing, the churches teach another and we poor parents are too confused to teach anything at all to our kids. Perhaps this is the real reason for the unhealthy situation in the suburbs today. Mothers feel that they are not needed. Soon we will be able to grow babies in a test tube and then what will be left for us to do? We can't even take pride in being able to bake a better cake than our neighbors now; better cakes than we can bake come in packages now . . . All the challenge has gone out of our lives . . . We have too many Dr. MacLeods to tell us where we go wrong, instead of

good friends who will help us to think things through for ourselves. We have lost faith in ourselves, and I blame this on the church as well as the psychiatrists.


MRS. R. G. ROWCLIFFE,
MONCTON, N.B.

Through the centuries the woman has made an economic contribution to the home. She cured the meat, she dried and later canned the fruits and vegetables. She made the clothing for her family. She had a hundred and one activities of economic worth, which are now taken from her . . . Woman's opportunity for economic contribution has largely been taken from the four walls of her home. She is left with a feeling of frustration and inadequacy.

MRS. J. M. TELFORD, REGINA

In the end, I suppose it really depends on the kind of person you actually are. If you are one who has already found your "interior self," suburbia won't change you one iota. You can be yourself no matter where you live.

MRS. M. E. DAVIES,
ALHAMBRA, CALIFORNIA ♦



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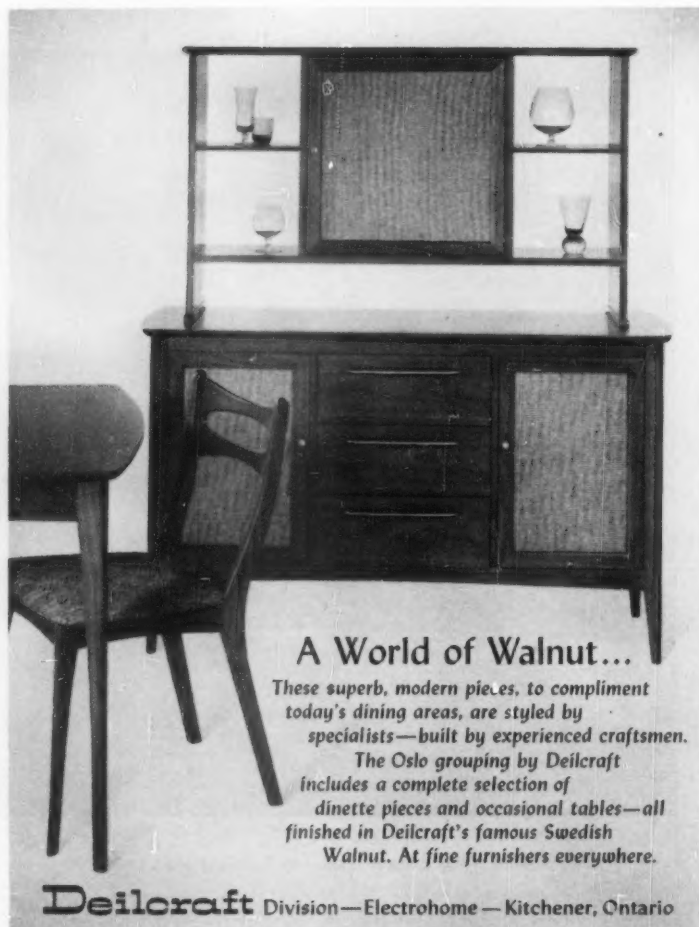
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THE LOVABLE THIEF

Continued from page 17

adroitly caught a dribble of ice cream running down the side of his chin. "Eskimo Pie," he replied laconically.

Bet watched him silently for a few minutes, unconsciously swallowing every time he did. An Eskimo Pie was something new, a big slab of vanilla ice cream coated with chocolate.

Bet sat down on the other end of the wooden step. "I skipped a hundred times without stopping once," she confided.

Howie ignored her.

"It's awful hot today," said Bet, struggling to make conversation.

A big drop of ice cream fell on Howie's blue jeans and he smeared it off with his hand. Bet inched a little closer to him.

"Does that Eskimo Pie taste nice?" asked Bet with elaborate casualness.

At last Howie spoke. "Scram."

"I just wondered," explained Bet, twisting her skipping rope in her hands.

"Well, you just scram, that's all you got to do," said Howie, diligently applying himself to his rapidly melting Eskimo Pie.

Bet got up with dignity. "I guess I better be going home now," she said. "It's nearly suppertime." Howie didn't look up. He was too busy licking the last luscious vestiges of ice cream and chocolate from his fingers and from the red-and-yellow wrapper.

Bet walked slowly home, dragging her skipping rope. She looked around to see if anyone were within hearing distance, and then she said aloud, softly and lovingly, "Eskimo Pie."

And all at once Bet knew that she wanted one very badly, as badly as she had wanted that doll in the blue organdie dress last Christmas. The doll had been under the tree on Christmas morning, but Christmas was too long to wait for an Eskimo Pie.

In the kitchen Aunt Charlie was taking a spicecake out of the oven.

"Aunt Charlie," began Bet.

"There's no use asking can you have a piece of this cake while it's warm," said Aunt Charlie, "because you can't. It would form a big hard blob like cement in your stomach."

But Bet had something else on her mind. "Have you ever tasted an Eskimo Pie, Aunt Charlie?" she asked, climbing onto the kitchen stool.

Aunt Charlie put the cake on a rack to cool. "It isn't very likely," she

said, "that I'd be eating a blubber pie with the Eskimos. I did once have stewed gopher . . ."

Bet hastily interrupted her. "The Eskimo Pie that I mean is like a chocolate bar, only with ice cream inside."

"You know I don't hold with chocolate bars, Bet," said Aunt Charlie. "They gouge holes as big as craters in your teeth." Stirring the stew with a long wooden spoon she added, "Supper won't be ready for half an hour. You could be learning the verse on your memory-work card for Sunday school tomorrow."

Bet's memory-work card was propped against the potted geranium on the window sill. Sighing, she picked it up and took it with her to the back porch.

"Aunt Charlie," she called through the screen door, "what's 'alms'? It's in my memory work."

"Money for charity," replied Aunt Charlie, "like your Sunday-school collection."

"Oh," said Bet. And then suddenly she caught her breath. Her Sunday-school collection! Her nickel! She began chewing the corner of her memory-work card. An idea loomed.

"Hey, Bet, come on in to supper," her older sister, Wilma, called through the screen door half an hour later. Guiltily Bet got up and went into the house.

ON SUNDAY morning everything went smoothly. Aunt Charlie gave Bet and Wilma their nickels for Sunday school as they left the house. Bet put hers carefully in her pocket and followed Wilma to the little church.

Wilma pushed open the big oak door and they went downstairs. Sunday school had not yet begun and the assembly room sounded like a monkey house on fire.

"By, Wilma," said Bet, as they parted to sit with their own classes. Finding a place on the first row of big chairs, Bet sat down, glad that she had been promoted from the kindergarten chairs. They were for the little kids—the ones who didn't go to school. She took her nickel out of her pocket and studied it, running her thumbnail thoughtfully along its edge.

Suddenly Miss Smithwick came to the front and clapped her hands loudly for attention. Miss Smithwick was the Sunday-school superintendent. She had a face innocent of mirth and make-up and a bosom like a balcony. "Ready now, boys and girls!" she


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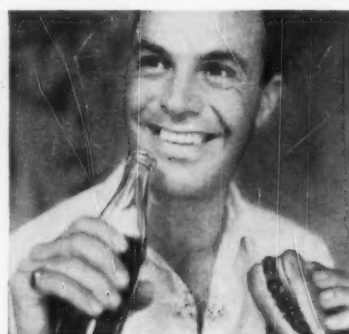
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shouted above the din. "I'm going to drop a pin to see if we're quiet enough to begin."

With an exaggerated gesture, Miss Smithwick held a large safety pin aloft and then let it fall. The minister's thin daughter in the back row affirmed that she had heard it drop and Miss Smithwick signaled a spectacled boy to plug in the magic lantern. The words of the hymn flashed on the wall and Bet joined in the singing with a splendid disregard for words and melody.

When it was over Miss Smithwick shouted above the uproar of the scraping chairs, "Everyone quiet now for the lesson!"

Bet sighed and looked up at the wiggly crack in the ceiling. It looked like a clown when she twisted her head a bit to the right. Then Bet counted all the black-haired girls on the kindergarten chairs in front of her, and worried about all the uncounted ones behind her. She turned her gloves inside out and tied the fingers together.

The lesson was over now and the minister's wife was saying a prayer. Bet cast an uneasy glance down the aisle to where her own teacher, Mrs. Atkins, was sitting. Bet had been careful to place herself several seats away from Mrs. Atkins. Suddenly the pianist started to play Hear the Pennies Dropping and Bet sprang up as if someone had stuck a pin in her. The collection hymn had come as a surprise.

Miss Smithwick began shooing the smallest ones in a straggling line up to the front. A small boy named Timmy proudly held the collection plate while the children filed past him, dropping in their money and singing:

Hear the pennies dropping,
Listen while they fall;
Every one for Jesus,
He shall have them all.

Some vestige of moral fibre in Bet wouldn't let her sing the words aloud, so she merely mouthed them. When she passed Timmy she stared straight ahead. She ostentatiously lowered her hand toward the pile of pennies and nickels on the plate, but kept her own nickel firmly clutched in her damp hand.

When she got back to her chair she suddenly felt very hot. She took off her coat and hung it over the back of her chair. Surreptitiously, she



Unretouched photo of Mrs. Michyl Veach's hands. Only right hand was given Jergens care.

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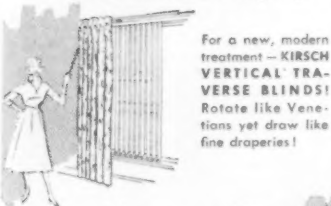


Notice to doctors and dermatologists—for a summary of above report, write to the Andrew Jergens Co. Limited, Perth, Ontario.



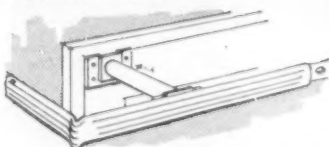
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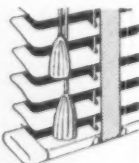
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slipped the nickel back into her pocket.

Several minutes passed before she dared to look around. With relief she realized that no one had noticed anything amiss. Mrs. Atkins was gathering up her books and Bet followed the others into the classroom, dragging her coat behind her.

When Mrs. Atkins asked for her memory work, Bet stood up and unhesitatingly rattled it off: "Take heed that ye do not your alms before men, comma, to be seen of them, period. Matthew six, colon, one."

After a startled silence, Mrs. Atkins said mildly, "It isn't really necessary to learn the punctuation, too, Bet."

"We do in school," said Bet virtuously. She was glad she had learned it so well.

Trailing behind Wilma on the way home from Sunday school, Bet suddenly realized that this was as far as her planning had gone. She had the nickel, but how was she going to explain where she got it? She couldn't pretend to have found the nickel on the way home from Sunday school; that would be too much of a coincidence. And there was no use saying she had found it at school, because Aunt Charlie would tell her to turn it in to the principal's office. There must be some way . . .

"How did Sunday school go?" asked Aunt Charlie when they came in. "All right," said Bet. "I knew my memory work."

"Your glasses need straightening again, Bet," said Aunt Charlie suddenly. "You'd better go downtown with Wilma after school tomorrow and get them fixed."

"All right," said Bet without interest. She knew why her glasses needed straightening. She had been leaving them on when she went to bed at night. Aunt Charlie had told her that if she wore them all the time her eyesight would improve faster and she would soon be able to go without glasses. It would be nice not to be called "Storm Windows" by the boys at school.

Bet hung up her coat, feeling inside the pocket to make sure the nickel was still there. Then all at once her face assumed the expression of one who had just opened a treasure chest.

That was it! She would find the nickel outside Woolworth's. Wilma would be her witness. Money you found on the street was yours to keep.

"My glasses do need straightening,

all right," Bet earnestly assured Aunt Charlie. "I can hardly see a thing."

MONDAY SEEMED longer than usual. Bet had a hard time concentrating on arithmetic and spelling. It was another warm, coin-gold day and her thoughts kept returning to the Eskimo Pie. When the dismissal bell rang she ran to meet Wilma.

As they neared Woolworth's, Bet's heart gave a sudden lurch. They stopped to look at a display of red and yellow-striped rubber balls in the window.

This was the moment.

"Oh!" said Bet, suddenly stooping down and bobbing up again with the nickel in her hand. "Look what I found!"

Wilma turned around and looked at it. "Was it just lying there?" she asked with interest.

"Just lying there," echoed Bet, and recklessly decided she would give Wilma half of the Eskimo Pie. Maybe even a whole half.

Wilma stared meditatively at the nickel. "Well," she said uncertainly, "I guess we really ought to see if anyone in Woolworth's lost it."

Bet agreed with alacrity. "That's a good idea," she said earnestly. "We'll ask everyone in there if they lost it."

Wilma took Bet's hand and they moved from one group of customers to the next while Wilma asked politely, "Please, did any of you lose a nickel?"

At the toy counter Alvera Schmidt, a red-haired girl two grades ahead of Bet in school, was winding up a mechanical bear.

"Did you lose a nickel?" Wilma asked the question for the eighth time. Bet confidently held it up for Alvera to see.

Alvera looked at the nickel and she looked at Bet. "Yes, I did," she said.

Bet's mouth fell open, and then slowly closed again. She stared impotently at Alvera.

Alvera held out her hand in an imperative gesture and Bet handed over the nickel as if she were under a hypnotic spell.

"Lucky we found the owner," said Wilma cheerfully, as Bet followed her miserably out of Woolworth's.

"Yes," said Bet, trying to inject a measure of enthusiasm into her voice. Well! That was the last time she'd go to all that trouble to get a nickel. It was no use trying to swipe money. God would just see that it was swiped right back. ♦



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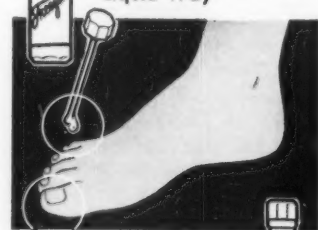
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TREND-SETTING ROOMS *continued from page 26*

WALLPAPER

— *dramatic inspiration*

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DESIGNER: A. M. WARNER, HUDSON'S BAY CO., WINNIPEG

The tiny stylized design of the wallpaper sets the crisp red, green and white scheme of this charming colonial dining room. Chair cushions are slip-covered in washable red corduroy. The gleam of copper in lighting fixtures and accessories highlights the warm wood tones. Maple dining set by Vilas.



Beige and blue scenic wallpaper makes a focal point of this bed wall in Chatelaine's Laurentia Home '58. The classic column motif of the paper harmonizes perfectly with the simple lines of furniture in the Italian Provincial style. Soft beige predominates in the scheme — in the cream punchwork bedspread and in the lopped-pile beige viscose carpeting. Furniture is by Peppier.

Wallpaper continued on page 58

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The Quinte Collection

Gibbard designers have created a colonial bedroom grouping inspired by heirlooms handed down from the United Empire Loyalists who settled near the Bay of Quinte. Gibbard of Napanee, Canada's oldest furniture manufacturer, is located in the heart of this historic area whose name is derived from Kenté, a Cayuga Indian village on the bay.

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THE GIBBARD FURNITURE SHOPS LIMITED, NAPANEE, ONT.

WALLPAPER *continued from page 57*



Dramatic gold and black makes this damask design a glamorous foil for the bone-white finish of the French Provincial furniture in this striking bedroom. White translucent draperies create a light contrast; for accent, the tall black-and-gold lamps, with white shades, repeat the colors of the wallpaper.



Elegance is revived in the gold-leaf-effect wallpaper in pale grey-green, with touches of gilt and deep olive. Chartreuse, gold and eggshell are the upholstery colors, an excellent background for the French Provincial tables. From Chatelaine's Avenue of Interiors at the Canadian National Exhibition.

WHERE TO SEE OUR TREND-SETTER ROOMS

The trend-setter rooms created by Canadian designers are on display this month at the following stores:

Family music room,

page 21, at Simpson's, Toronto

Bedroom,

page 22, at Woodward's, Vancouver

Living room,

page 24, at Morgan's, Montreal

Living room,

page 26, at Manchester Robertson and Allison, Saint John

Dining room,

page 57, at Hudson's Bay, Winnipeg

MRS. WAYNE AND MRS. SHUSTER

Continued from page 15

limelight for so long — or, rather, it's a compliment to their deftness. For Bea and Ruth have always side-stepped the spotlighted circle occupied by their husbands. During fifteen years of marriage they have been happily content with their off-stage roles of wives and mothers.

Both the Waynes and the Shusters live in Forest Hill, the upper-middle-class suburb of Toronto which two years ago was the subject of a scientific study called Crestwood Heights. Their lives centre around family, friends, comfortable but not pretentious homes, and nearby Holy Blossom Temple.

Although Johnny Wayne and Frank Shuster have been close friends and working partners ever since their high-school days, their wives have wisely never attempted to be "best friends." They regard each other more in the light of a cousin or a sister-in-law, whom one is glad to see from time to time.

Different from each other in many ways, Bea Wayne and Ruth Shuster nevertheless share many interests. Both are interested in music, classical and otherwise. Both collect paintings, enjoy gardening and, like their husbands, are intensely Canadian in outlook.

When's a comic not a comic?

When a flood of congratulations arrived in the wake of the Ed Sullivan deal, they were pleased but also somewhat bewildered. The idea held by some that their husbands have been rescued from oblivion they find especially galling. After all, they point out, Wayne and Shuster have been entertaining Canadians on radio and television for more than fifteen years. As far as their wives are concerned, they "arrived" long ago.

The notion that professionally funny men must be endlessly funny at home is guaranteed to get their dander up. "People expect Frank and Johnny to cavort like clowns twenty-four hours a day," Bea and Ruth complain. They recall how, a few years ago, their husbands promised the children to help them light firecrackers on the twenty-fourth of May. The evening arrived rainy and chill; but a promise was a promise, so Frank and Johnny donned raincoats

and lugged out the fireworks.

Suddenly it dawned on them that cars were drawing up, heads were being poked out of windows, and chuckles were following each damp move. "Any other two guys in a similar position would have been regarded as a couple of fathers doing

their bit to give the kiddies a good evening," says Bea. "But when Johnny and Frank do it, it's, 'Look at those zanies Wayne and Shuster giving a free show!'"

For both the Waynes and the Shusters the day begins much as any other young family's day begins. They get

up, they eat breakfast, and then Daddy goes off to work. The only difference is that Daddy's office in this case is Frank Shuster's upstairs den, just two blocks away from Johnny Wayne's dining room.

When her husband kisses her good-bye at 9 a.m., per Bea Wayne knows



A mother shows her love in many ways



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How can you define a mother's love . . . almost everything she does testifies to her devotion to her little ones! Her tender kiss at bedtime . . . her patience in teaching small fingers how to tie a shoe-lace . . . the readiness with which she shares in laughter and play!

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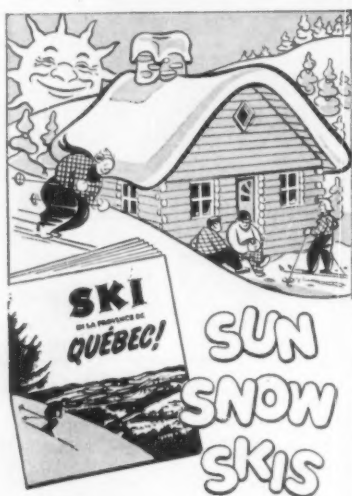
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Don't let those curls come apart.

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she will not see him again until dinnertime. An extremely active young woman with a wide variety of interests, she will have no trouble filling in the eight hours until he returns.

For Ruth Shuster, a shy brunette with soft brown eyes and a quiet manner, the day is different. Behind that closed door on the second floor back, she knows, two vastly different personalities are struggling to manufacture an immensely difficult product—humor. Writing funny stuff at nine o'clock in the morning is a tough chore and on a bad morning the boys may bat an idea around for hours without getting anywhere.

"If she laughs, don't use it"

On such a day, interrupting them with a tray of coffee at eleven o'clock, Ruth Shuster will find both men smoking furiously and looking about as happy as two accountants who can't get the same balance. She puts down the tray and gets out fast.

On a good day, they're likely to pop out of the den every so often with some new gag for her reaction.

"If she laughs, we don't use it," Frank explains blandly.

"They've lost more good gags that way," Ruth counters with an equally straight face.

And so the morning wears on, noon arrives, and it's time for lunch.

Two blocks away Bea Wayne returns home after a pleasant morning that has included nine holes of golf, half an hour in the neighborhood supermarket, and another hour in the library where she has chosen an armful of books for a family that reads as naturally as it breathes. She ties an apron over her tweed skirt and sets to work preparing lunch for her three boys, Michael, eleven; Jamie, eight; and Brian, seven.

Her eight-room house is in apple-pie order. "Even when we didn't have a maid, Bea kept the place spotless," says Johnny. "She's what my mother calls a *beria* (a Yiddish expression for somebody who's a fiend for household perfection). She's even got our dachshund trained so he won't come inside the door until somebody wipes his paws!"

In spite of this, the Wayne house has a warm, lived-in feeling. Gay colors and sturdy materials predominate, and Bea's favorite color, yellow, is everywhere. Tippy ornaments and wobbly chairs are out. Lots of cushions are in. "We're a sit-on-the-floor kind of family," Bea explains.

Noon in the Shuster house finds



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Genius still hard at it in the den. Now that twelve-year-old Rosalind takes a box lunch to junior high, there's only nine-year-old Stephen to share the noonday meal with his mother—the comedians nip out for a quick bite.

Two o'clock finds Wayne and Shuster back in their smoky den. The children are back in school, and Bea Wayne — an indefatigable club woman with a strong sense of community responsibility—preparing to depart for a meeting. She is vice-president of her temple Sisterhood, a member of the Board of the New Mount Sinai Hospital, and she spends at least one day a week editing the hospital publication or distributing books to patients. On the rare day when there's no meeting scheduled, she is happy to settle down for an hour's reading.

Unlike Bea, Ruth Shuster is not a joiner by temperament. She'd rather spend her afternoon working in her garden, or wandering through an exhibition of new abstracts, or doing a painting herself. Colors fascinate her (she's color consultant for her brother, Harry Burston, a well-known Toronto architect) and so do clothes, although friends who shop with her come home limp with laughter.

"Ruthie's never been known to try on a dress and say she likes it," they report. "She'll pull a black wool frock over her head and murmur, 'I think I'd prefer it with the shoulders lower, *like this*, and the belt turned back to front, *like this*, and the skirt hitched up at the knee, *like this*.'"

Quiet — comedians at work

She buys the dress and takes it to some little dressmaker who fixes it up the way Ruthie tells her, and a month later she turns up at a party in some terrific dress that bears absolutely no resemblance to the one in the store."

Although both young wives possess attractive wardrobes (Bea Wayne leans heavily on beige or grey cashmere sweaters and skirts for daytime, with lighthearted cocktail dresses for evening), neither of them attempts to buy her husband's clothes. Something that the girls *do* do for their husbands, with varying degrees of success, is to put them on periodic diets.

Another thing that Mrs. Wayne and Mrs. Shuster do—particularly well—is keep their households quiet when



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their men are working; and this includes not only when they're huddled in conference, but also any other moment of the day or night when they can be caught staring abstractedly into space. Frank Shuster, especially, tends to be absent-minded. Once he carried some lamb chops, which he'd

bought for dinner, around in his pocket for three days, all the while insisting he had put them in the refrigerator.

Although both sets of parents readily admit that show business has been good to them they aren't encouraging their youngsters to look that way for

a career. When an opportunity recently arose for pretty Rosalind Shuster to appear on a television series, Ruth and Frank said no, in spite of her tears, because they felt it would interfere with her school work.

The Waynes are similarly intent on soft-pedaling show-business aspir-

ations around the home. So far they've had no trouble. Brian, their youngest, insists he wants to be a detective; Michael and Jamie have announced they're looking forward to careers in baseball or hockey.

Bea is just as keen about sports as her menfolk. Before her sons were three years old she had taught them to skate, and it was she who got Johnny so interested in hockey that they go to a game every Saturday night. Autumn weekends finds them in Varsity Stadium, cheering their favorite football team (they've bought season tickets for the past twelve years), and summer finds them either up in Algonquin Park, fishing for bass, or boating on Lake Ontario.

Two years ago they both attended the Canadian Power Squadron's night school in seamanship, where Bea achieved the necessary pass mark of eighty percent in a four-hour written examination on boat handling, chart reading and water safety. Sailing is Johnny's current hobby — he's had dozens of others — and buying a boat of their own is the Waynes' current dream.

"Same thing—brain surgery"

In the Shuster household, it's somewhat different. According to Ruth, she can take sports or leave them alone. Before her marriage she was a camp counselor, and when her children were small she "did the cottage bit," but Frank's love for the outdoors is more theoretical than practical. So now the Shuster children go to camp in the summer.

Frank is an ardent golfophile; Ruth has joined a golf club and is learning to play. For a change of pace, Frank also plays basketball, taking a turn at the game once a week in the Hart House gym at the University of Toronto. Here, every so often, some old college friend who hasn't seen him for twenty years and doesn't own a TV set, rushes up, whacks him on the back and roars affectionately, "Frank Shuster! What are you doing these days?" To which Frank blandly replies, "Same old thing — brain surgery."

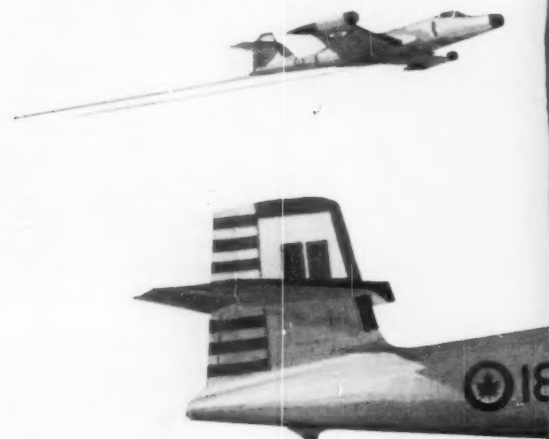
It's a good gag—with some meaning. One day, as a boy, Frank went to the fair and paid a quarter to a fortuneteller for a crystal-ball reading on his future. He had his heart set on the stage but the swami predicted, "You will be a doctor." Frank stammered unhappily, "You mean I'm not going to be an actor?"

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"At first you will be an actor," the crystal gazer hastily amended. "Then you will be a doctor."

If Frank were to trade stage skits for scalpel, it would probably ease the mind of his father-in-law. Sixteen years ago, when Toronto-born Ruth Burston told her father that she was going to marry a radio comedian named Frank Shuster, he said, "So he's a nice boy, and he's very funny, but what does he do for a living?"

Today, Frank heads his own producing company, Frank Shuster Enterprises Ltd., with operating capital of a hundred thousand dollars. (Johnny Wayne, too, has his own company, Johnny Wayne Enterprises Ltd., which, among other things, handles the business end of the many popular songs he has written—the latest, Suddenly It's Christmas, was published in December.) The two comedians have been approached to compile a book of the team's best comedy skits, to be published by Random House. And this summer the comics—the highest-paid performers in Canadian TV, quite apart from their income from the Ed Sullivan Show—may fill an engagement at one of Las Vegas' top night clubs. Yet, a few months ago

Ruth's father took her aside and asked nervously, "Are you *sure* he's making a living?"

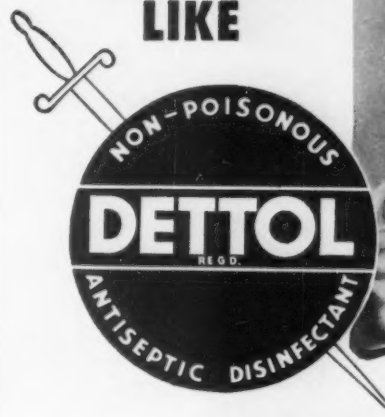
Wayne and Shuster have come a long way since they were glad to earn thirty-five dollars a week for a radio show called Wife Preservers and, for script material, had to stand outside the Household Economics building of the University of Toronto, waiting for Bea Lokash (then Johnny's fiancée) to come out and tell them how to make rolled sandwiches, how to kill the odor of paint, how to take blueberry stains out of a tablecloth.

Which Wayne is John?

Gone are the fourteen months when Wayne and Shuster were in the army, entertaining front-line troops. Gone, too, for Bea Wayne and Ruth Shuster, are the long hard years when their husbands were striving to make a name in show business, when winning two Beaver awards and the La-Flèche award for the best Canadian variety program did little to mitigate the uneasy summertime feeling that they might not be working in the fall.

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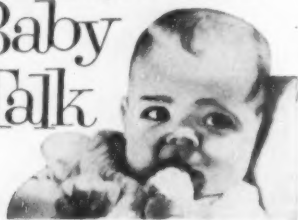
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hotel, the clerk enquires politely, "Is that John Wayne the movie star, or John Wayne the television star?" When Ruth's husband happily snags a couple of seats in the twentieth row for Say Darling, a current Broadway smash musical, Frank's agent refuses to let them sit there. ("You're a star, baby! You can't sit anywhere back of the eighth row!")

Today when Bea and Ruth go for a weekend in New York to watch their husbands perform on the Sullivan Show, they're likely to find themselves caught up in an exciting theatrical world. They're wined and dined at the Chambord, the Friars' Club, Danny's Hideaway, Toots Shor's, Sardi's. Top comedians such as Phil Silvers, Jack E. Leonard, Joey Bishop and Morey Amsterdam congratulate them on their husbands' success. Publisher and TV panelist Bennett Cerf escorts them through his book-publishing firm, Random House. Columnist Earl Wilson drops over to their table to chat awhile. New Yorkers recognize them on the street and stop to stare.

Amid all this excitement, the Waynes and the Shusters bend over backward to keep their perspective. At home in Toronto they remain the same fairly quiet citizens they've always been. Most evenings find Ruth Shuster and her husband listening to records, or reading, or catching the odd TV show. The Waynes, too, appreciate nothing more than a quiet night at home, when Bea can catch

up with her knitting and Johnny can browse in his well-stocked library (he likes to read several books at the same time, changing from one to the other as his mood dictates). Both families occasionally dine out, or turn up at a party at some friend's house—usually an engineer or a doctor or an architect or a businessman they've known all their lives; they have few close friends in show business and feel it's better this way.

Frank Shuster explains, "An American comedian we know has a very funny but very true thing he calls his 'space theory.' He says that when comedians get 'big' they begin to associate only with others of their own kind. They get lost in the clouds and only come down once a week to entertain the earth people. After a while they've lost contact to such an extent that they have to hire other people to write their stuff. We don't want this to happen to us."

Unless a party's a big affair, Bea and Ruth seldom find themselves on the same guest list. They each have their own circle of friends, and besides, Frank and Johnny, after working together all day, would just as soon not talk shop at night.

After the show is over

Whenever the Wayne and Shuster Show is scheduled for Friday night over CBC, Ruth and Bea stay home to watch. After the show they usually hurry downtown and pick up their husbands for a late snack. The boys are anxious to know how the show looked. At such times the girls steer a neat path between truth and tact.

Says Ruth, "Sometimes something isn't quite as good as usual. Maybe the boys have been pressed for time and something doesn't come off. I try to say so, as gently as possible."

Bea says, "I don't often criticize a program. After all, it's over and done with and can never be reclaimed. It's time to be thinking about the next one."

With this kind of philosophy, it's easy to see why Wayne and Shuster can't help but appreciate the girls behind them. Add Johnny's statement, "With Bea, I have a relationship with no strain or secrets in it," and Frank's avowal, "It sounds plumb crazy to say you love your wife because she understands you, but that's the way I feel about Ruth," and you have the final word on Mrs. Wayne and Mrs. Shuster. ♦

Chatelaine — January, 1959

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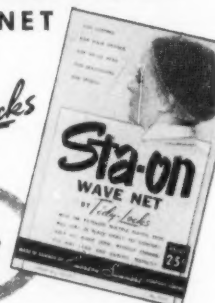
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IT'S YOUR WORLD

Continued from page 10

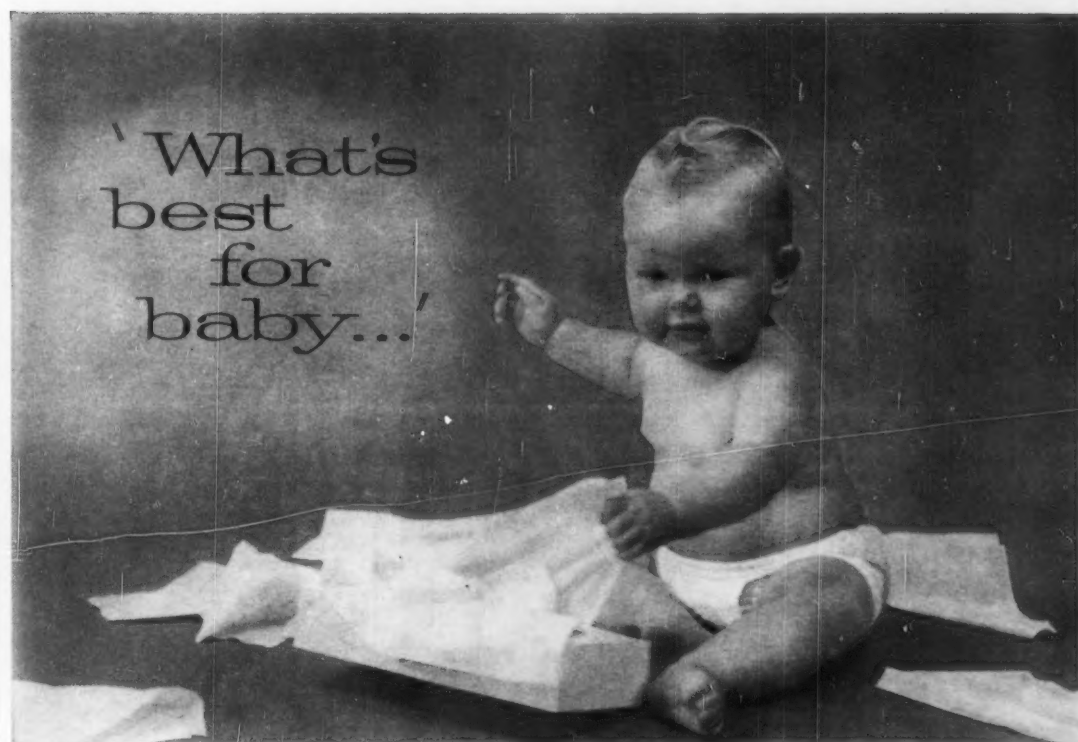
the story of France, now so rapidly unfolding, chapter by chapter. This special drama probably contains the answer to the vital question of whether the immense though scattered power and talent of Europe are to be made cohesive in a gathering of strength and community of interest that will drain off Communism in Western Europe and provide a real balance to the Soviet colossus.

The Algerian war may well wear out in the course of this year. If it does, France under De Gaulle has a chance to marry a stable government to an already flowering industrial renaissance; she has a chance to find, at long last, the confidence that will give impetus to the historic move toward European integration; the chance, even, to become the strongest society in Europe, instead of the sickest. As 1958 came to its end, the story of France was the most excitingly hopeful story in Europe.

And look to Washington for evidence—or its want—that the United States can rediscover the idealism, the drive and generosity that made her, in the immediate postwar years, the savior of European society and the hope of many emerging Asiatic and African peoples for full membership in a democratic twentieth century. Perhaps such exertions cannot be expected twice in one generation. As an American I can only hope they can; though I am fairly sure the first requirement will be a new cast of characters in the national capital.

Many "crises" may frighten us in these coming twelve months. But pretty surely they will indicate long-term trends, not Armageddon. I do not think we will see another great war any time soon. If one should come, it will probably not come in the manner of 1939—by great powers deliberately risking it; but in the manner of 1914—by miscalculations involving smaller powers that gradually involve the vital interests of great powers and suck them in. But there is nothing inevitable about this, either.

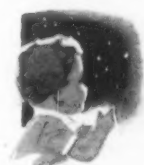
The only inevitable factor I know of in the political realm is the instinct of the human creature for survival and for the improvement of his condition. Man still largely creates his own environment; he is not its helpless puppet. ♦



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WHAT YOU SHOULD KNOW ABOUT YOUR CHILD'S ART WORK

If you think it's depressingly bad, you're all wrong, say the experts. And here's why

By RON KENYON

JOHNNY, who is five, came home from school with a drawing he had colored. It was of his mother and father. His parents looked at it and were appalled. Although there was a neat border around the picture and a line across it that might (or might not) have been the sky, there was no ground for his parents to stand upon; mother was much bigger than father—absurdly bigger—and mother's hair was colored green.

Johnny was proud of his picture, which teacher had said was very good. But those vital people, his parents, said his picture was terrible and made a joke out of it.

Green hair is normal

Johnny went to bed a puzzled boy and he never quite took the same pride in his art work—which is a pity, because Johnny's parents were all wrong. They just didn't understand that a child lives in a different world—artistically—from grownups.

Departments of education have been learning a lot about children and their art—about things, mysterious to many parents, such as why, for instance, Johnny paints his mother's hair green. Educators have discovered that children, living in a world all their own, do not think of

things as adults do. This child world is common to all normal children and is part of the process of growing up. Therefore, it is pointless to make a child paint as an adult would.

Children don't respect realism, perhaps because their imaginations are so active that they do not require the stimulation of it. They remake the world as they choose.

Another thing educators have accepted is that art is not intended, in the schools, to produce artists. Art education is meant to produce well-rounded citizens, each with an individual interpretation of life.

Art is really the original, natural form of permanent self-expression. The majority of children paint pictures about themselves or what they have been doing. It is unnatural, in the main, for a child to paint a picture of a pussy willow, but perfectly natural for him to paint "Me picking a pussy willow." In child art work the child himself is part of the picture—proving that he is using art as a way of expressing and understanding his own world.

Probably, if more people understood child art better, we would have special exhibitions on public display, for it is a surprising fact that once children are permitted to express themselves they produce excellent

work. They have a particularly good sense of design and rhythm.

But you have to understand what you are looking at—and allow for the age of the child artist.

According to the Ontario Department of Education a very young child (aged three or four) merely scribbles with crayons or paint. These scribbles are made at random and are quite unintelligible. Later, they develop a sort of rhythm and certain symbols appear.

The symbol for himself may develop into a circular head with lines for arms and legs. These limbs may not be in the right places but such errors correct themselves later.

Out of this original symbol for "me" other symbols develop for other people and animals. A child tends to make the most important objects biggest. It's a child's simple and charmingly direct way of emphasis.

He doesn't choose colors for the sake of realism. He uses the colors he likes best. That is why mother had green hair in Johnny's painting—he just liked green.

Again, there is no need to correct this. As the child grows older he will develop more appreciation for realism and mother will automatically be shown with hair of a more natural color.

Don't be thrown by the X-ray picture. It is not evidence of latent insanity. In it, the child shows both the inside and outside of objects at the same time. And why not? The child isn't interested in depicting reality, but in painting what he sees.

What is happening now in child art is not the worn-out "self-expression" of yesteryear. Art education has passed through three distinct phases in Canada. In the first, which middle-aged adults remember, art was formalized. Children learned to draw small ovals, small squares, small circles, then small still lifes and finally perspective. The emphasis was on smallness and this was a bad mistake because it's been found that children have too-

little co-ordination in their muscles to draw fine, small lines.

In the second phase, the pendulum swung all the way to "free expression." The teacher did practically nothing except stop fights. This didn't work either, because children want discipline, guidance and help.

The present development is quite different. It consists of understanding the child's world of art and of giving each child a chance to express himself in his own way, but at the same time providing strong guidance. For instance, the child is taught to work cleanly and to keep brushes and paint in good condition. He is motivated through stories and his thoughts are brought to the surface by questions.

In developing a child through art, a parent has a more important part to play than in most of the rest of the school curriculum. Children develop a love of art and want to paint at home. Schools know this and encourage it—but they'd like parents to work with the teachers, not against them.

The best way to help is first to talk with the teacher. She knows the stage of a development of your child and can suggest suitable materials and methods.

Generally speaking, the smaller the child, the bigger the materials he should work with, because his muscular co-ordination isn't good enough to handle small objects. Poster paints, rather than the old water-color boxes, are now used, and brushes may be up to ten inches long. Paper is large and colored buff or grey, rather than white, because colors are easier to handle on these tints of paper.

Above all, exhibit your child's paintings at home, to encourage him. A special board in his room on which he can hang paintings is a good idea.

Your child will very often show an astonishing sense of rhythm, color and composition in painting. Look for these qualities, ignore his limitations and you'll be able to give him the sincere praise he needs. ♦

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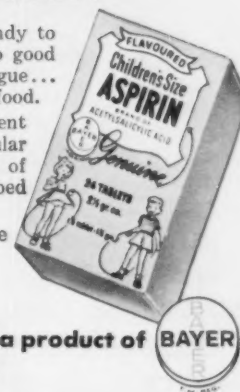


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"Obsolete" mothers talk back

Are Mothers Obsolete? (by Eileen Morris, November) has me braced for battle . . . I'm the mother of four, and consider myself absolutely essential in my home and intend to remain that way. My children would rather be home than anywhere else . . .

Mrs. A. M., Vancouver.

If Eileen Morris isn't exaggerating, she couldn't have made home very attractive.

Mrs. Joyce Denholm, Port Elgin, Ont.

Wife and mother Morris agrees a few grains of salt best bring out the flavor of the kernels of truth in her saucy mixture—The Editors.

Are English wives backward?

"In England, women are more or less relegated to church, children and kitchen, and are still regarded as inferior to men," says Molly McGee (Princess Anne, November). This is the very statement which I believe is true of Canada . . . I have found that the majority of Canadian women have only four topics of conversation—their home, their children, money and food.

Mrs. N. Cumberland, Edmonton.

If Molly McGee must write these absurdities, I suggest that first she live in England for at least two years . . .

Mrs. B. S., Waverly, N.S.

Canadian-born Molly McGee has lived in England for a number of years, is living there now.—The Editors.

Let's educate Canadians

Three cheers, hurray and congratulations for your editorial on Let's Make Education Really Free (November). Only through education will we as a people achieve true greatness in every way. A strong Canada is a well-informed Canadian.

Violet M. Gammon, Toronto.

More fiction coming up

I am a bit disappointed in there being no short stories! Please include some in future issues!

Mrs. Margaret Seiler, Calgary.

We're sorry you missed the fiction in our first new issues, because we like good stories, too. Next month we have two—one by noted Edmonton writer Sheila MacKay Russell—and we'll be bringing you fiction regularly from now on in *Chatelaine*.

Send letters to: The Editor, *Chatelaine*, 481 University Avenue, Toronto 2.

next month Why sex is failing today's marriages
How good—or bad—are children's TV shows?
Two new exciting fiction stories

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